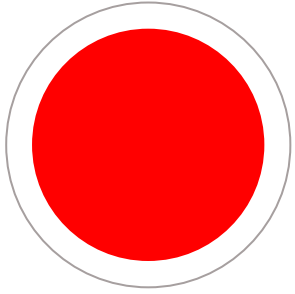


# BuildEasy Office Hours

March 21, 2024



# This meeting is being recorded.

- By joining this meeting, you are providing your active consent to be recorded. If you do not give your consent, you should exit the meeting and contact BuildEasy Support, the meeting organizer.
- Meeting participants are expressly prohibited from downloading or distributing the meeting recording.
- Any screen-sharing and audio/video will be part of the recording. Conversations had in the meeting via the chat window are not part of the recording.
- Per BMS-SOP-5h “*Audio, Visual, and Photographic Recordings*,” the recording of this event has been approved by Ankesh Gulati, Director Digital Platforms.

# Agenda

- Key Updates - BuildEasy Resources Links
  - BE Overview
  - Agency Resources
  - Training Signups
  - Office Hours Schedule
- Details about recent BuildEasy Product Releases - [Manual Web shop](#), [Wallet Card](#)
- Demo how to build custom teasers using combination of components
  - Background container, Responsive Column, Horizontal Rule, Image, Rich text and Button
- Q&A Session - [Questions](#)

# Build Easy - Training, Process Flow & Governance Model

# Build Easy resource links & what's new/upcoming in 2024



## Resource Links

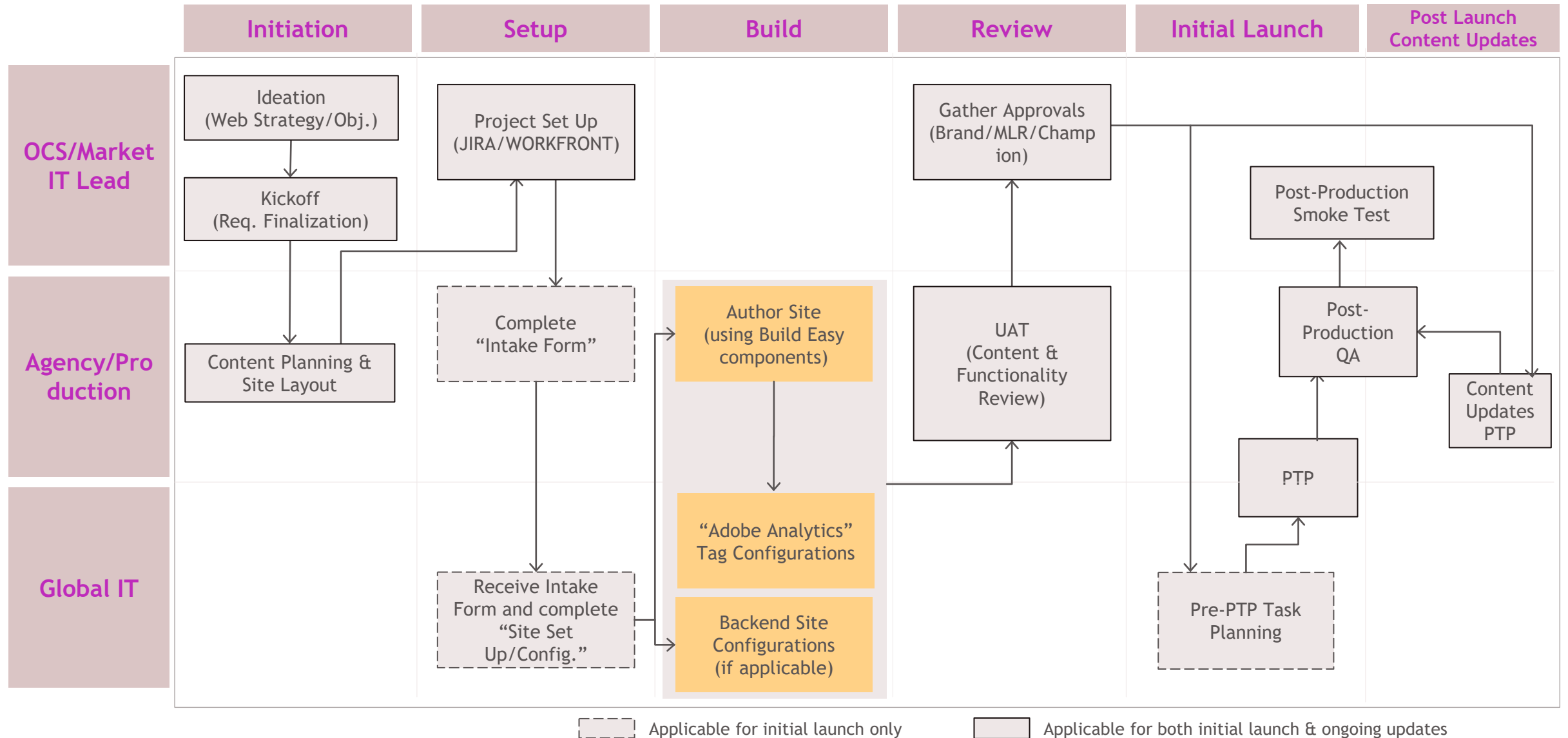
- BuildEasy Overview [https://contentcentral.bms.com/content/dam/authoring/bildeasy/BuildEasy\\_overview.pdf](https://contentcentral.bms.com/content/dam/authoring/bildeasy/BuildEasy_overview.pdf)
- BuildEasy Resource Hub/Training Resources  
<https://contentcentral.bms.com/content/bms/en-us/bildeasy-training-resources.html>
- Agency Resources:  
<https://contentcentral.bms.com/content/bms/en-us/bildeasy-training-resources/agency-resources.html>
- Training Checklist [BE\\_TrainingSessions\\_PreRequisites.pdf](#)
- Component Authoring Guide - <https://bildeasy.bms-preview.com/author-guide/home.html>
- Component Design Lab - <https://bildeasy.bms-preview.com/designlab/home.html>



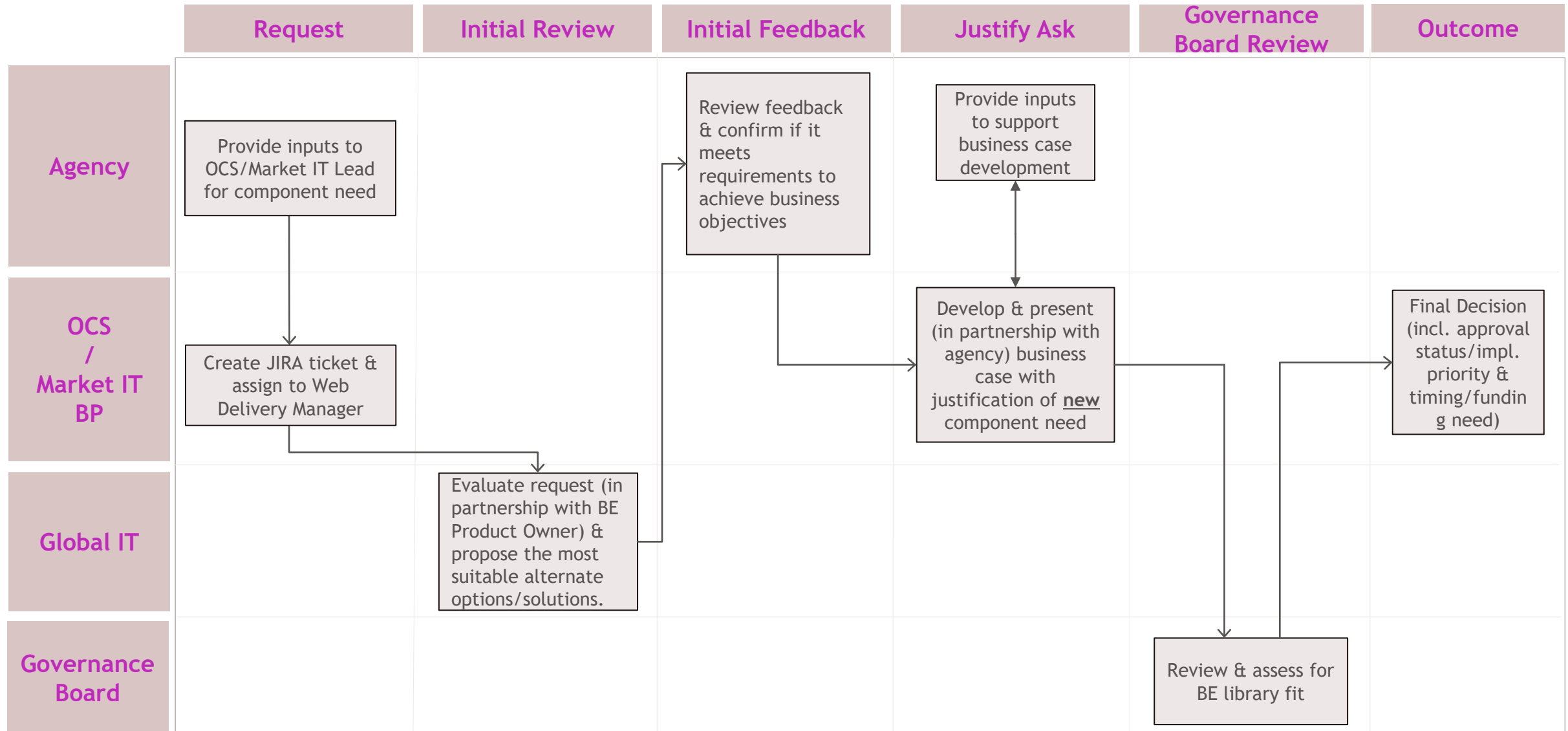
## New in 2024

- [BE Newsletter](#)
- [BE Office Hours](#) - Twice a month on Thursday.

# Build Easy - Process Flow

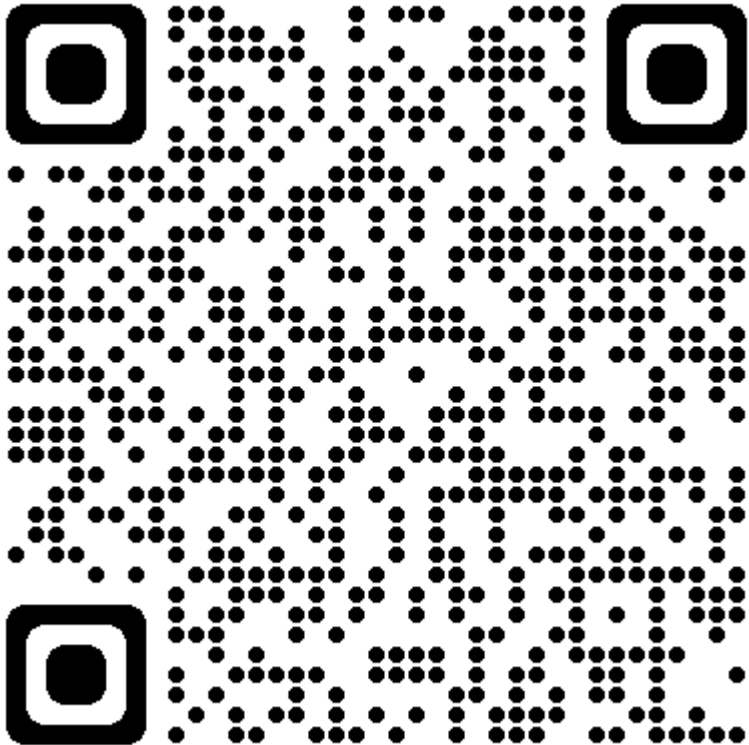


# Build Easy - Governance Model



# Q&A

Email [buildeasysupport@bms.com](mailto:buildeasysupport@bms.com) or scan QR code to submit questions.



# Thanks

Looking forward to connect in next session on March 21, 2024

Contact [buildeasysupport@bms.com](mailto:buildeasysupport@bms.com) for any questions or follow up from today's session.

# Appendix

# BuildEasy Teams

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## CIT - Digital Engagement Platforms



Ankesh  
Gulati



Ravi  
Desai



Neha  
Bhatt

## WCE - Customer Engagement Platforms



Priya  
Venkataraman



Smita  
Manuel



Jeremy  
Stock

## Enterprise Applications and Platforms



Venkat  
Kris



Jodi  
Smith



Gaurav  
Mohan



Contact [buildeasysupport@bms.com](mailto:buildeasysupport@bms.com)

# Scope of BuildEasy Office Hours

- Key Updates
- Details about recent BuildEasy Product Releases
- Sneak peaks and demos on new components usage
- Q&A Session
- Other Web Platform Updates

## Out of scope for BuildEasy Office Hours

BuildEasy onboarding, roles and responsibility or existing websites related questions are out of scope for this forum. Please work with your business team and CIT Web Delivery Manager for questions on such topic.



## Website Ecosystem



**Build Easy:** Inhouse software application that facilitates the creation, editing, and management of digital content on websites, allowing users to control and organize their online content efficiently



**SEO:** Search Engine Optimization (SEO), is the practice of optimizing online content and websites to improve their visibility in search engine results, aiming to increase organic (non-paid) traffic and enhance the overall ranking and relevance of a web page



**Qualtrics:** Survey platform that enables users to design, distribute, and analyze surveys for purposes such as market research, customer experience assessment, and employee feedback



**Hotjar:** Helps website owners and designers understand user behavior through features like heatmaps, session recordings, and surveys to optimize website performance and user experience



**Interaction Studio:** Provides personalized customer experiences by analyzing and responding to user interactions across various channels, helping businesses tailor their marketing strategies based on individual customer behaviors



**WW Reg GIGYA:** GIGYA is a Registration tool by which individuals provide necessary information to sign up or enroll for an account, membership, event, or service, often requiring the submission of personal details to create a user profile or gain access to specific resources



**Chat Bot:** Designed to simulate conversation with human users, typically deployed on websites or messaging platforms, to provide automated responses, answer queries, or assist with tasks using natural language processing



**SMS:** SMS functionality in a website involves the integration of a feature that enables sending and receiving of short text messages, often for purposes like user authentication, notifications, or communication between the website and its users via mobile devices.



**Email:** The email function within a website typically involves a feature or form that allows users to receive messages or inquiries directly from the website owner, administrator or for the purpose of authentication; facilitating communication and interaction between the website and its users



**Accessibility:** Accessibility refers to the design and implementation of products, services, or environments to ensure that they are usable and inclusive for people of all abilities, allowing individuals with disabilities to access and interact with them without barriers



**Adobe Analytics:** Web analytics and data visualization platform that enables businesses to track and analyze user interactions on websites, providing valuable insights into user behavior to optimize digital marketing strategies and enhance overall online performance



**Video Interactivity:** Allows viewers to engage with the material by interacting with features such as clickable links, buttons, or hotspots, thereby enhancing user participation and creating a more dynamic viewing experience



**Live chat:** Real-time communication tool on websites or applications that allows users to engage in text-based conversations with customer support representatives, sales agents, or other users, enhancing customer interaction and providing immediate assistance



# Build Easy: 2023 Templates List

## BuildEasy Platform Capabilities



**7** Page Templates



**3** Content Fragments



**2** Experience Fragment

| Sr. No | Page Template                                   |
|--------|-------------------------------------------------|
| 1      | BuildEasy Brand Template                        |
| 2      | <a href="#">BuildEasy General Template</a>      |
| 3      | BuildEasy Local Template                        |
| 4      | <a href="#">BuildEasy Modal Template</a>        |
| 5      | <a href="#">BuildEasy Profile Page Template</a> |
| 6      | <a href="#">BuildEasy Search Template</a>       |
| 7      | BuildEasy Tooltip Template                      |

| Sr. No | Content Fragment |
|--------|------------------|
| 1      | Resources        |
| 2      | Events           |
| 3      | Webshop          |

| Sr. No | Experience Fragment                                                  |
|--------|----------------------------------------------------------------------|
| 1      | BuildEasy Experience Fragment - Header, Footer, Body Common elements |
| 2      | BuildEasy Experience Fragment - Card Video External Links            |

**\*Note:** (1) Design variations for design component can be seen by clicking on the relevant link in the above table | (2) BE Design Lab & BE Authoring Guide are initial draft versions.

# Build Easy: 2023-2024 Components List

BuildEasy  
Platform  
Capabilities



58 Design Components

| Sr. No | Design* Component                        | Design Variations | Sr. No | Design* Component                         | Design Variations | Sr. No | Design* Component                               | Design Variations |
|--------|------------------------------------------|-------------------|--------|-------------------------------------------|-------------------|--------|-------------------------------------------------|-------------------|
| 1      | <a href="#">2 Column</a>                 | 2                 | 20     | <a href="#">Glossary Container</a>        | N/A               | 39     | <a href="#">Search</a>                          | 1                 |
| 2      | <a href="#">Accordion</a>                | 3                 | 21     | <a href="#">HCP ISI</a>                   | 1                 | 40     | <a href="#">Secondary Navigation component</a>  | 2                 |
| 3      | <a href="#">Anchor</a>                   | 1                 | 22     | Header logo                               | 2                 | 41     | Section Heading                                 | N/A               |
| 4      | Background color container               | N/A               | 23     | <a href="#">Highlight Component</a>       | 2                 | 42     | Summary component                               | N/A               |
| 5      | <a href="#">Background container</a>     | 5                 | 24     | <a href="#">Horizontal Rule</a>           | 2                 | 43     | Tab Component                                   | N/A               |
| 6      | <a href="#">Call to action</a>           | 15                | 25     | <a href="#">iFrame</a>                    | 1                 | 44     | Tab Modal component                             | N/A               |
| 7      | <a href="#">Cards</a>                    | 15                | 26     | <a href="#">Image</a>                     | 2                 | 45     | <a href="#">Table</a>                           | 11                |
| 8      | Carousel                                 | N/A               | 27     | <a href="#">Image Text</a>                | 5                 | 46     | <a href="#">Testimonial</a>                     | 5                 |
| 9      | <a href="#">Citation Component</a>       | 2                 | 28     | <a href="#">Indication Dropdown</a>       | 1                 | 47     | <a href="#">Tile component</a>                  | 3                 |
| 10     | <a href="#">Conclusion</a>               | 5                 | 29     | <a href="#">Large Image Gallery</a>       | 2                 | 48     | <a href="#">Top Banner/Navigation component</a> | 1                 |
| 11     | <a href="#">Download List</a>            | 3                 | 30     | <a href="#">Link List</a>                 | 1                 | 49     | <a href="#">Universal Navigation</a>            | 1                 |
| 12     | <a href="#">DTC ISI Tray</a>             | 1                 | 31     | <a href="#">Link Recommendations</a>      | 2                 | 50     | Video External Links                            | N/A               |
| 13     | <a href="#">Event Component</a>          | 1                 | 32     | <a href="#">Link Warning Modal</a>        | 3                 | 51     | Video listing component                         | N/A               |
| 14     | <a href="#">Facts and Figures</a>        | 9                 | 33     | <a href="#">Main Navigation</a>           | 3                 | 52     | <a href="#">Video player</a>                    | 9                 |
| 15     | Feedback Form Button                     | N/A               | 34     | <a href="#">Page head component</a>       | 9                 | 53     | <a href="#">Video player card component</a>     | 4                 |
| 16     | Feedback Form Container                  | N/A               | 35     | <a href="#">Page not found component</a>  | 2                 | 54     | Video Reaction component                        | N/A               |
| 17     | Feedback Form Options                    | N/A               | 36     | <a href="#">Resources component</a>       | 1                 | 55     | Web shop component                              | 1                 |
| 18     | <a href="#">Footer</a>                   | 2                 | 37     | <a href="#">Responsive column control</a> | 6                 | 56     | Wallet Card                                     | 1                 |
| 19     | <a href="#">Global Utility Component</a> | 1                 | 38     | <a href="#">Rich text editor</a>          | 2                 | 57     | HCP Login (For Canada)                          | 1                 |
|        |                                          |                   |        |                                           |                   | 58     | Button Component                                | 8                 |

\*Note: (1) Design variations for design component can be seen by clicking on the relevant link in the above table | (2) BE Design Lab & BE Authoring Guide are initial draft versions.

# Build Easy: 2023 3rd Party Integration/Functional Features List

## BuildEasy Platform Capabilities



### 23 Third Party Integrations

| Sr. No | Third Party Integrations                                                         |
|--------|----------------------------------------------------------------------------------|
| 1      | Content Central                                                                  |
| 2      | CSCAN                                                                            |
| 3      | External Identity Provider (DocCheck, SwissRX, Fimnet, BigNumber, Doximity, ONO) |
| 4      | Heroku                                                                           |
| 5      | JIRA                                                                             |
| 6      | LASH                                                                             |
| 7      | OneLook                                                                          |
| 8      | OneTrust (Cookie Consent Management)                                             |
| 9      | Patients Financial Support programs (Co-Pay and FTO Cards)                       |
| 10     | Salesforce CRM (Contact Us inquiry)                                              |
| 11     | Salesforce Marketing Cloud (SFMC)                                                |

| Sr. No | Third Party Integrations                      |
|--------|-----------------------------------------------|
| 12     | SAP                                           |
| 13     | TrustArc/Onetrust (Cookie Consent Management) |
| 14     | Virtual Assistants                            |
| 15     | Workday                                       |
| 16     | WWREG Platform                                |
| 17     | Vevea Vault                                   |
| 18     | Hybizz webshop                                |
| 19     | ADA Configuration                             |
| 20     | Integration Studio                            |
| 21     | Qualtrics                                     |
| 22     | BrightCove                                    |
| 23     | SimpleCast                                    |



### 25 Functional Features

| Sr. No | Functional Features                                                                    |
|--------|----------------------------------------------------------------------------------------|
| 1      | Behavioral Analytics (HotJar)                                                          |
| 2      | BMS Medical Content Search in Veeva Vault                                              |
| 3      | BMS Policy Search                                                                      |
| 4      | Cookie Consent Management                                                              |
| 5      | Deep Link/Soft Login                                                                   |
| 6      | Email Notification                                                                     |
| 7      | Global Consent Management                                                              |
| 8      | Infusion center and Car-T Treatment Center locator                                     |
| 9      | Interactive Video Streaming                                                            |
| 10     | Language Translation service (TransPerfect)                                            |
| 11     | Content Management Workflows                                                           |
| 12     | Mobile App - Push Notification                                                         |
| 13     | PDF Generation, PDF Viewer                                                             |
| 14     | Registration, Verification, Enterprise level Opt-Out and integration with CCM platform |
| 15     | Request a Rep, Find my MSL, Virtual Assistant                                          |

| Sr. No | Functional Features                                                           |
|--------|-------------------------------------------------------------------------------|
| 16     | Responsive Design and Native Mobile App support                               |
| 17     | Role based content delivery                                                   |
| 18     | Single Page Application and Progressive Web Application support               |
| 19     | SSO using Gigya and BMS Id                                                    |
| 20     | Third party Integration (API, WebMethod and Webservice)                       |
| 21     | User Analytics (Adobe Analytics)                                              |
| 22     | Video Streaming (BrightCove)                                                  |
| 23     | Podcast Streaming (SimpleCast)                                                |
| 24     | Web Application Firewall                                                      |
| 25     | Web/document content based full text search with look head and recommendation |

**\*Note:** (1) Design variations for design component can be seen by clicking on the relevant link in the above table | (2) BE Design Lab & BE Authoring Guide are initial draft versions.