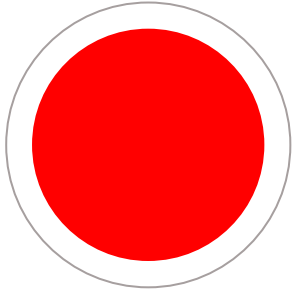


BuildEasy Office Hours

April 25, 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

- Ice Breaker Poll : How is everyone doing?
- Key Updates
 - 2024 Q1 BE Adoption - 13 new BE sites went live, and 27 sites are in build/UAT stage
 - BE Site with SimpleCast Integration <https://www.podcastlam.fr/>
 - AEM Content Freeze - RedHat Upgrade
- Sneak peaks and demos on components usage/enhancement
 - Concept of [content fragment](#) in BuildEasy and use of that in [Resource component](#)
- Q&A Session - [Questions](#)
 - Q1: Can we go over gated content, registration, accessibility on components, and combining components?
 - Q2: On quick polls, Can BuildEasy provide personalized CTAs upon quick poll completion based on response? [Qualtrics guidelines](#)

Adobe Platform Upgrade - Redhat8 Upgrade

AEM Content update and Code Freeze from May 6 - May 9

Environment (Purpose)	Activity	Dates	Content Freeze	Code Freeze	What can or cannot be done by BMS stakeholder?	Can end users access live website?
Staging (Normally used for new custom functional component UAT)	Upgrade	Apr 30	No	Yes	- IT Team cannot conduct any new backend integration or component deployment in staging and production environment. - Content updates in staging and production can continue.	Yes
	Validation	May 02-May 03	No	No	- IT Team can conduct any new backend integration or component deployment in staging and production environment. - Content update in staging and production can continue.	
Production/Live (Normally used for content review/UAT)	Upgrade	May 06 begin 2am EDT	Yes	Yes	- IT Team cannot conduct any new backend integration or component code deployment in production environment. - New website cannot be launched. - Cannot make or publish any content updates. - Already created content can be reviewed.	Yes
	Validation	May 07-May 08				
	Cut Over	May 09 8am EDT				

Please feel free to reach out to MG-OMNI_CHANNEL_DELIVERY@bms.com for any additional need or information related to this planned activity.

Build Easy - Training, Process Flow & Governance Model

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



Resource Links

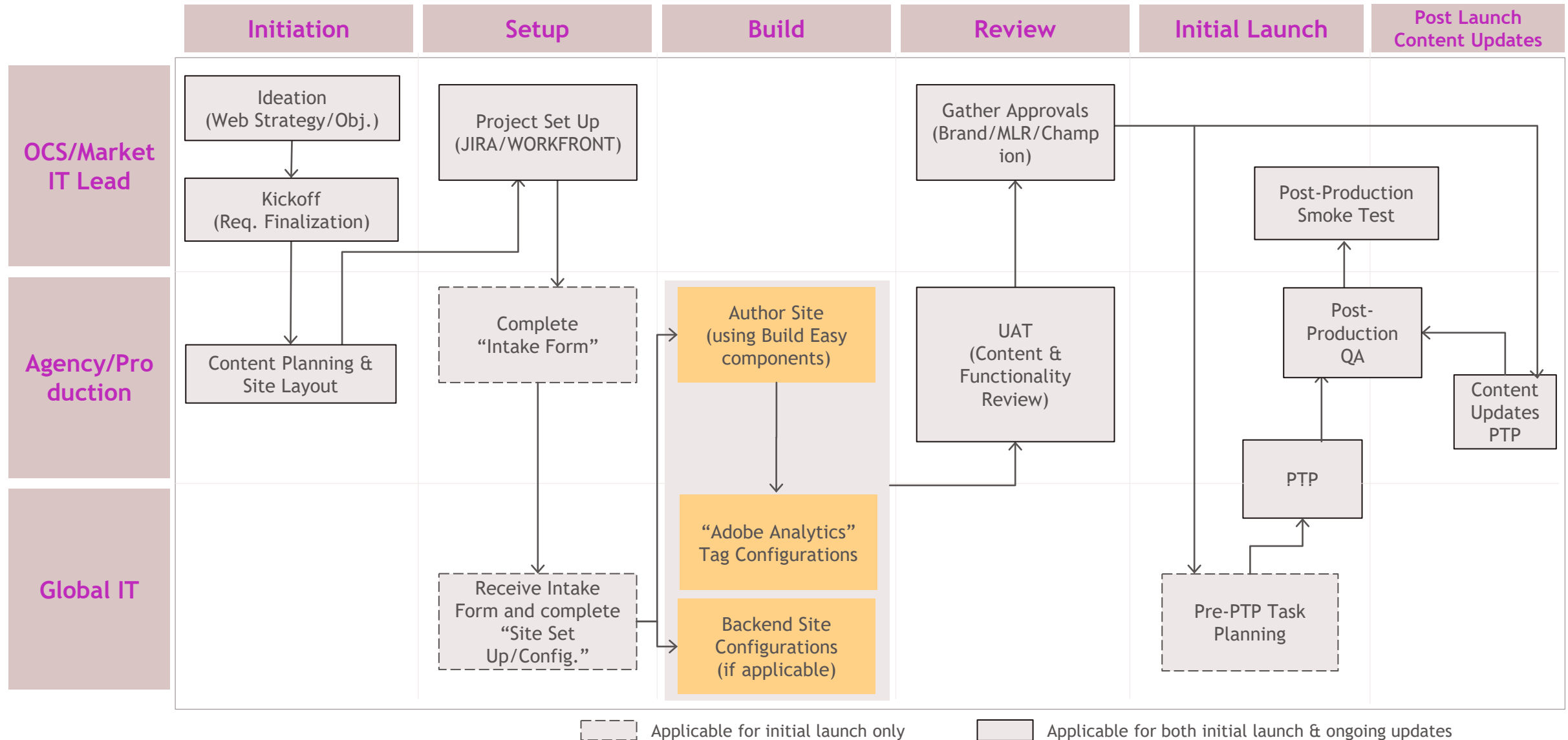
- BuildEasy Overview https://contentcentral.bms.com/content/dam/authoring/bildeasy/BuildEasy_overview.pdf
- BuildEasy Resource Hub/Training Resources
<https://contentcentral.bms.com/content/bms/en-us/bildeasy-training-resources.html>
- Agency Resources:
<https://contentcentral.bms.com/content/bms/en-us/bildeasy-training-resources/agency-resources.html>
- 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>



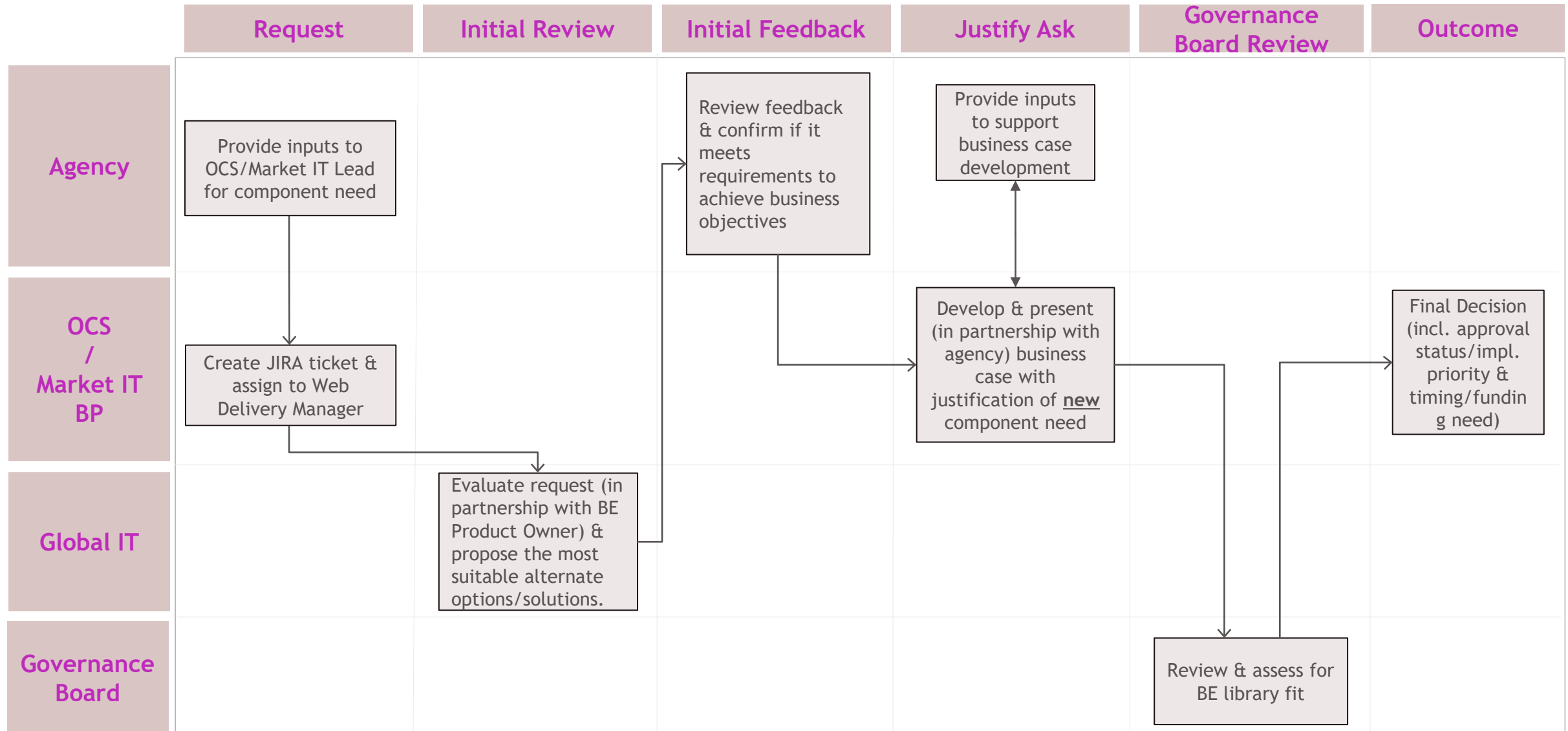
New in 2024

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

Build Easy - Process Flow

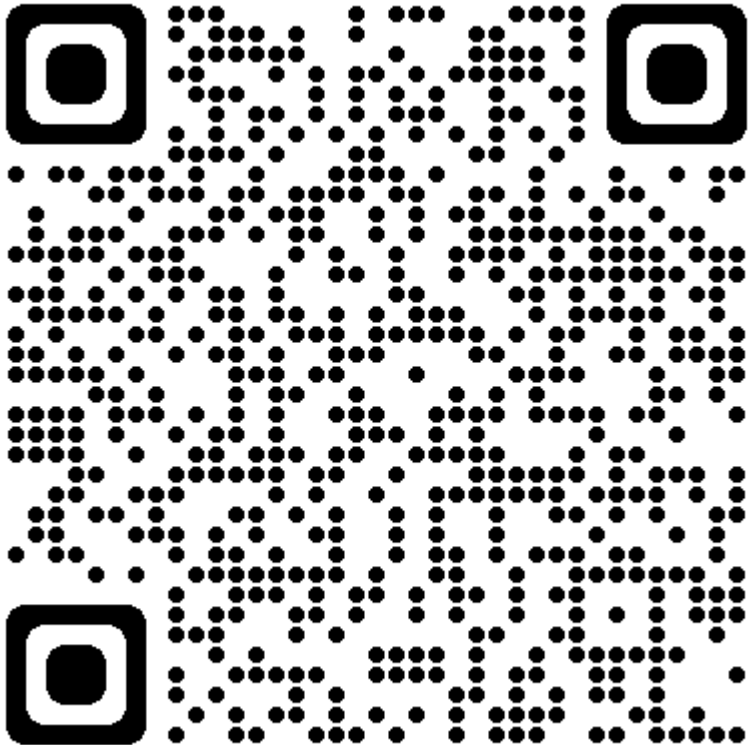


Build Easy - Governance Model



Q&A

Email buildeasysupport@bms.com or scan QR code to submit questions.



Thanks

Looking forward to connect in next session on April 25, 2024

Contact buildeasysupport@bms.com for any questions or follow up from today's session.

Appendix

BuildEasy Teams

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

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



BuildEasy: 2023-2024 Templates List

BuildEasy
Platform
Capabilities



9 Page Templates



3 Content Fragments



2 Experience Fragment

Sr. No	Page Template
1	BuildEasy Brand Template
2	BuildEasy General Template
3	BuildEasy Local Template
4	BuildEasy Modal Template
5	BuildEasy Profile Page Template
6	BuildEasy Tooltip Template
7	BuildEasy Wallet card Template
8	BuildEasy Search Template
9	Health Hub General Template

Sr. No	Content Fragment
1	Resources
2	Events
3	Web Shop

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.

BuildEasy: 2023-2024 Components List

BuildEasy
Platform
Capabilities



60 Design Components

Sr. No	Design* Component	Design Variations	Sr. No	Design* Component	Design Variations	Sr. No	Design* Component	Design Variations
1	2 Column	2	21	HCP Login	Upcoming	41	Section Heading	1
2	Accordion	4	22	Header logo	N/A	42	Slider	1
3	Anchor	1	23	Highlight	2	43	Summary	2
4	Back to top	4	24	Horizontal Rule	2	44	Tab	4
5	Background container	3	25	iFrame	1	45	Tab Modal	N/A
6	Button	10	26	Image	2	46	Table	10
7	Call to action	11	27	Image Text	4	47	Testimonial	4
8	Cards	4	28	Indication Dropdown	2	48	Tile	3
9	Carousel	7	29	Large Image Gallery	2	49	Top Banner	1
10	Citation	2	30	Link List	2	50	Treatment locator	1
11	Conclusion	5	31	Link Recommendations	1	51	Universal Navigation	1
12	Download List	3	32	Link Warning Modal	2	52	Video External Links	1
13	DTC ISI Tray	1	33	Main Navigation	7	53	Video listing	2
14	Event	1	34	Page head	9	54	Video player	2
15	Facts and Figures	9	35	Page not found	2	55	Video player card	3
16	Footer	3	36	Resources	1	56	Video Reaction	1
17	Generic Share Feature	1	37	Responsive column control	16	57	Wallet Card	2
18	Global Utility	2	38	Rich text editor	2	58	Web shop	2
19	Glossary Container	2	39	Search	4	59	Dosage Calculator	Upcoming
20	HCP ISI	1	40	Secondary Navigation	2	60	Image Comparison Slider	Upcoming

*Note: (1) Design variations for design component can be seen by clicking on the relevant link in the above table.

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.