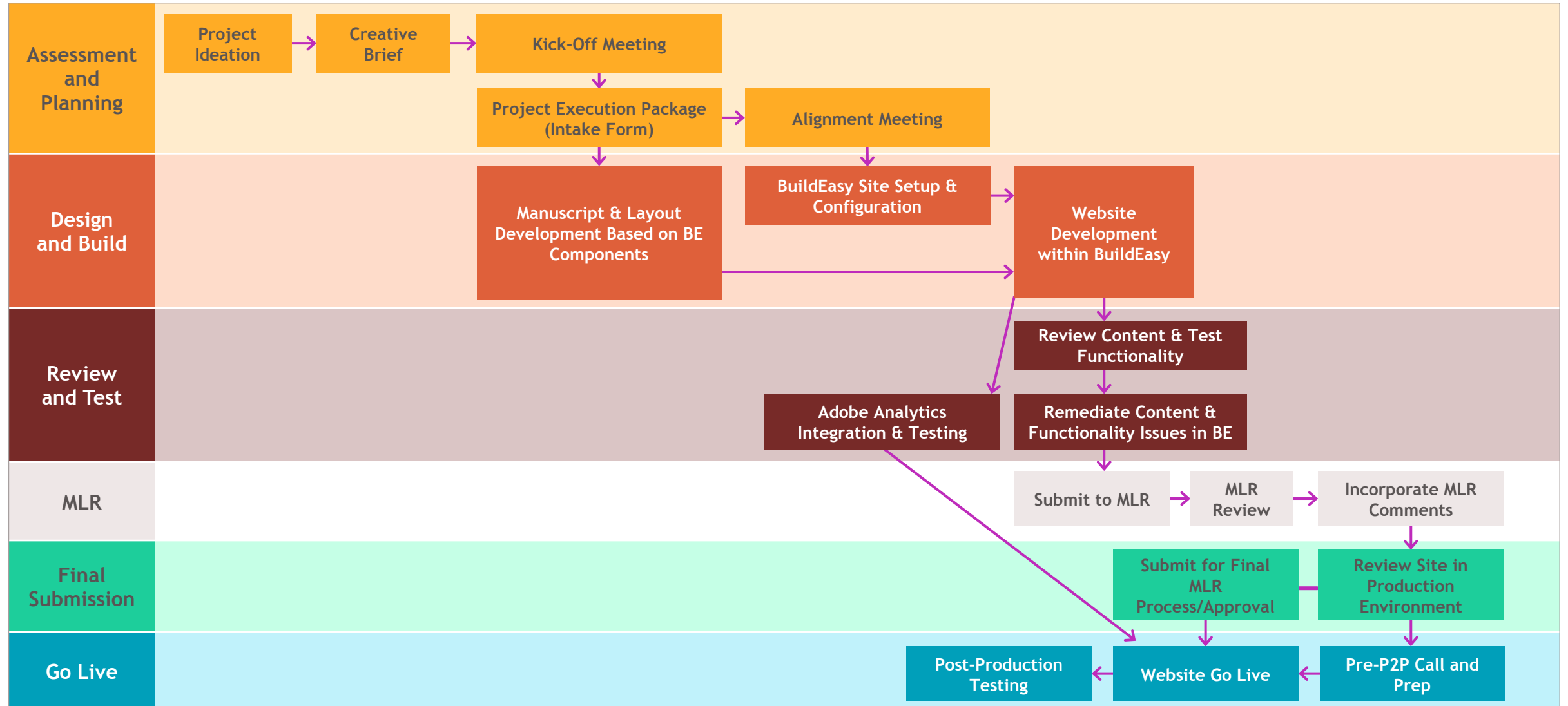


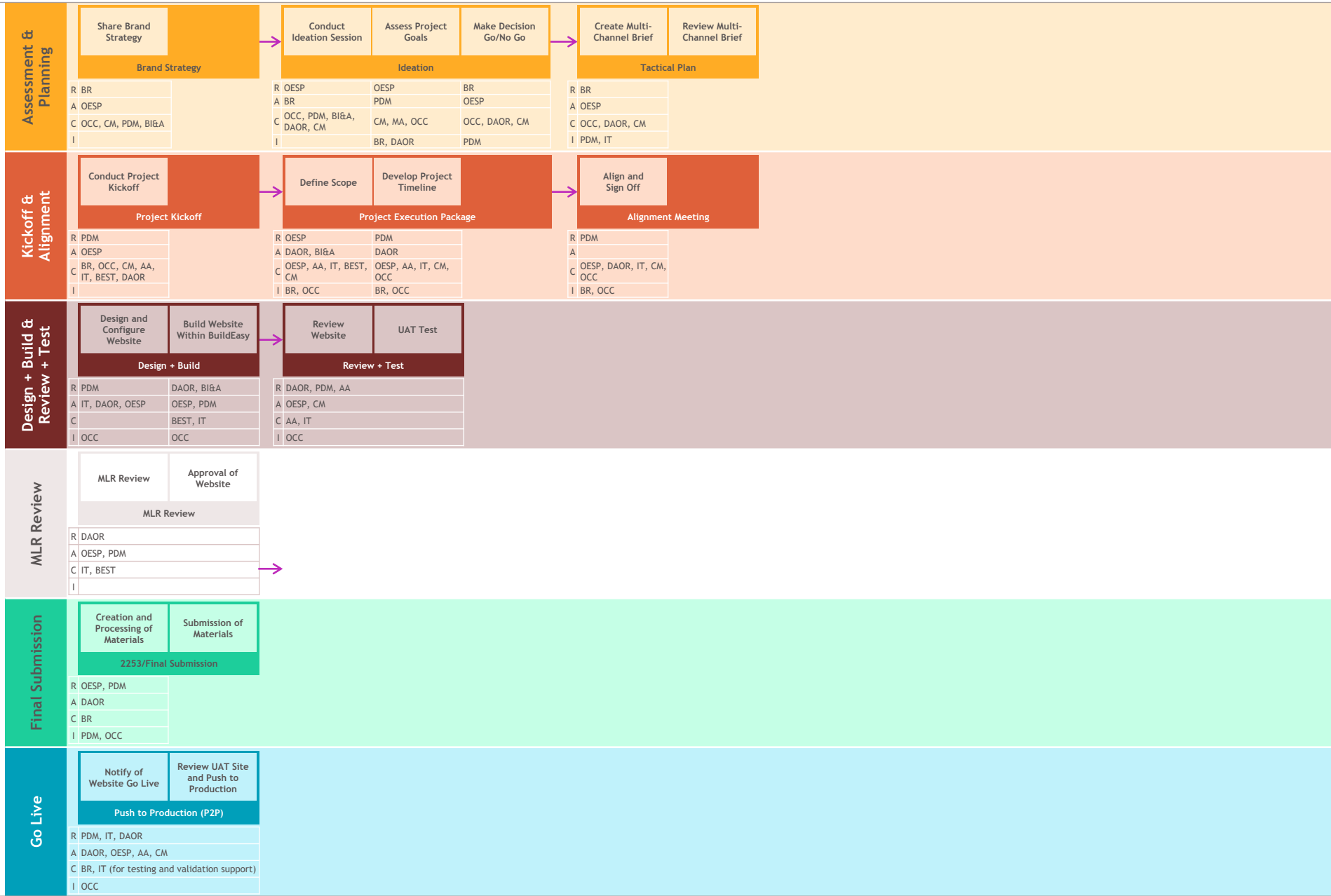
BuildEasy Process Activity Model

August 2023

BuildEasy process flow



BuildEasy process activity model



Role	Abbr
Brand	BR
Digital Agency of Record	DAOR
Engagement Planner	EP
Omnichannel Capability Lead	OCC
Production Managers	PDM
Digital Agency of Record	DAOR
Campaign Management	CM
Adobe Analytics	AA
BuildEasy Success Team	BEST
Information Technology	IT