

Build Easy

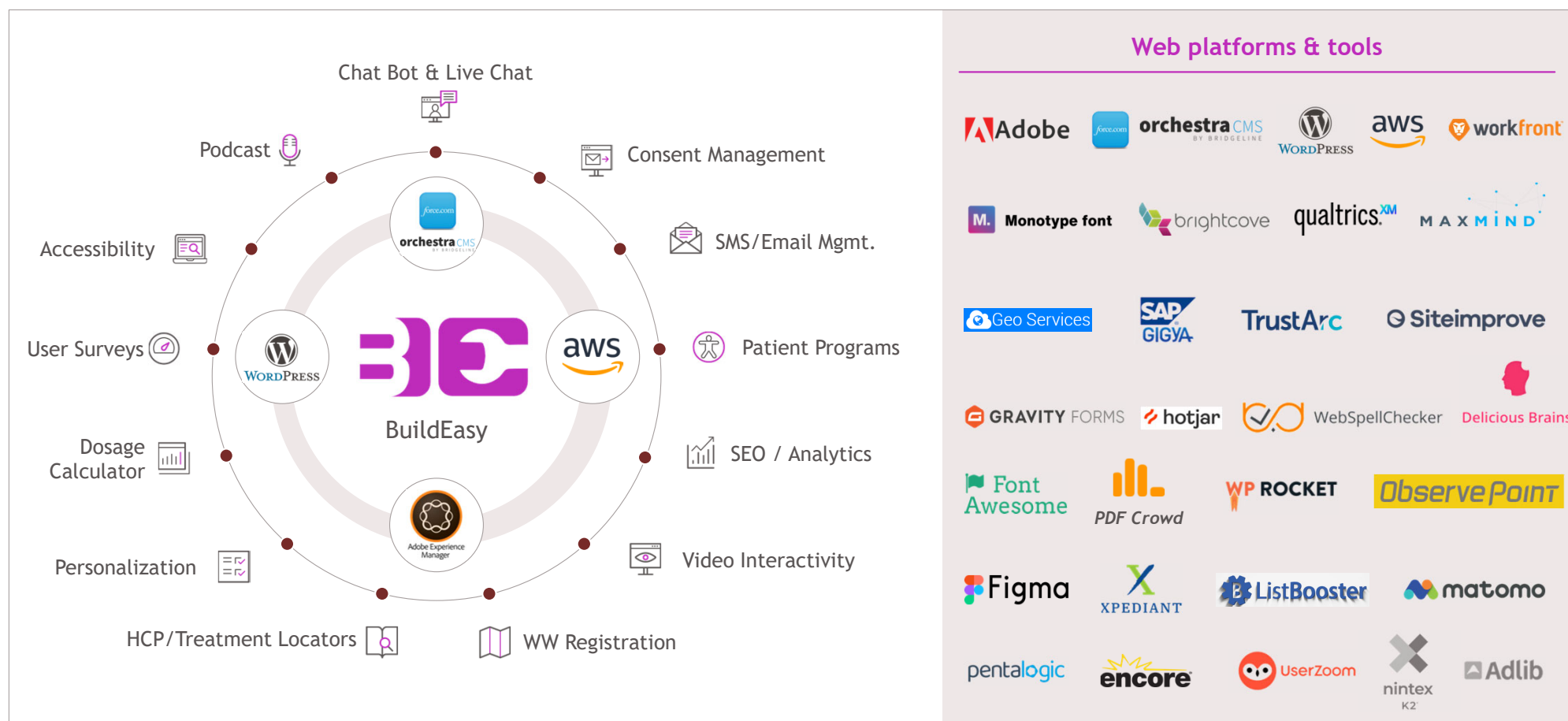
*WCE+IT's new approach
to Website Builds and
Ongoing Run Operations*

May 2024



Build Easy

Web/Digital Experience & Engagement Eco-system



Build Easy

The “Why?”

Evolving Enterprise Web Strategy Needs



Harmonize

Drive consistency across BMS sites with consistent design elements* and functionality**



Simplify

Simplify website creation and maintenance process: Enable a web design management system, accessible by brand teams and agencies



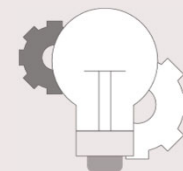
Improve

Improve the user experience: Offer a rich library of design elements* & functionalities**



Enable

Drive an omni-channel experience for our launches, based on data and insights and through enterprise systems integration



Web Ecosystem Optimization

The primary basis of investing in **Build Easy** was to apply an enterprise lens & take a **holistic** look at the web ecosystem/op model/delivery processes with the goal to **simplify, standardize & advance** the capability thereby amplifying the overall customer experience

*Design Elements: The standard components that go into a website e.g., Header & footer, navigation choices, carousel banner, accordion, etc.

**Functionalities: The functional components of the website e.g., HCP registrations, integration to other platforms etc.

Build Easy

The “What?”

Simplify the process by which websites are conceptualized and built through design harmonization. Increase performance, engagement, and data utilization through one consistent approach.

Create a library of design & functional components to drive a unified web experience. This also ensures adherence to BMS web standards and future readiness.

Enable a user friendly, web content management system (wCMS) that will provide long-term efficiencies of shorter web build time and lower costs.

Streamline the op-model providing agency & market/brand direct access to the Web Content Management System (wCMS). This will have the markets be in control of their web properties and manage their own content.

01

Create Consistency

Improve UX



02

Drive customer engagement

Drive omni-channel experience



03

Efficiency and cost-effectiveness by Reusability

Reduce Compliance and Security risk



04

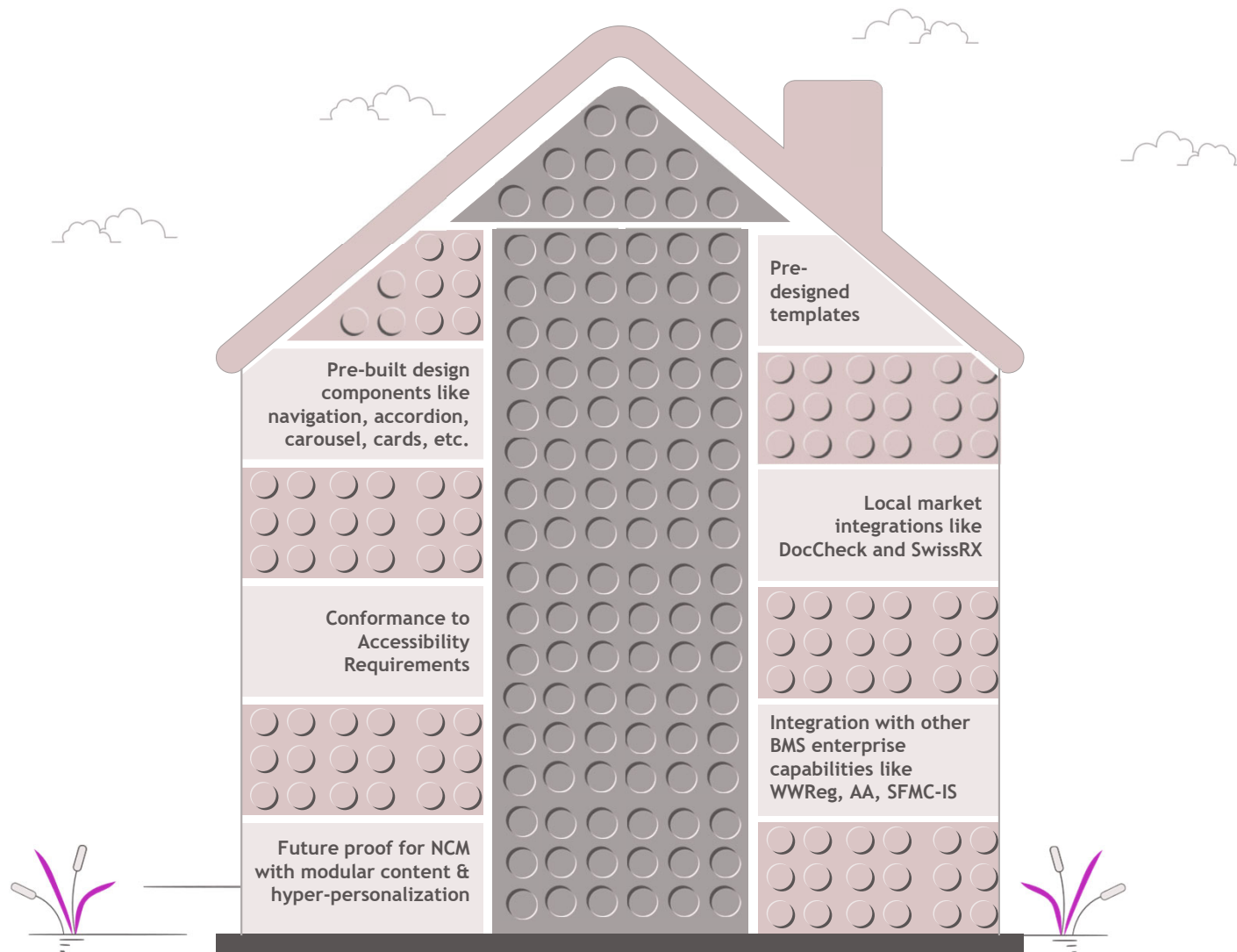
Accelerate “Go-To-Market” strategies

Enable & provide access to a tool



Build Easy

Lego Blocks for website builds



2023-2024 Build Easy Product Capabilities Summary

2023 is a foundational year when product was born with MVP features and grew with wide range of robust modules which can be used to build consistent user experience with efficiency and ready to delivery omni-channel experience for higher customer engagement.



9 Page Templates

[Learn more >](#)



3 Content Fragments

[Learn more >](#)



2 Experience Fragment

[Learn more >](#)



65 Design Components

[Learn more >](#)



23 Third Party Integrations

[Learn more >](#)



25 Functional Features

[Learn more >](#)

2023-2024 Build Easy Product Capabilities Summary

2023 is a foundational year when product was born with MVP features and grew with wide range of robust modules which can be used to build consistent user experience with efficiency and ready to delivery omni-channel experience for higher customer engagement.



9 Page Templates

A template defines the structure of the page, any initial content, and the design components that can be used on site pages.

[Learn more >](#)



3 Content Fragments

A text-based editorial content that may include some structured data elements associated but considered pure content without design or layout info.

[Learn more >](#)



2 Experience Fragment

A grouped set of components that when combined creates an experience. For example, a logo, navigation, top nav links defines header exp. fragment

[Learn more >](#)



65 Design Components

A component is used to hold, format, and render the content made available on your webpages. When authoring pages, the components allow the authors to edit and configure the content.

[Learn more >](#)



23 Third Party Integrations

Using 3rd party Integration (external software applications) content is converted to 1st class content which allows it to be used natively by the system with not rendering engine level integration.

[Learn more >](#)



25 Functional Features

Functional features enable users to accomplish their tasks with use of BMS enterprise systems.

[Learn more >](#)

2024 BuildEasy Product Upgrade Summary



Product capability upgrades summary

- 2 new template added & 1 Page template enhanced
- 7 new added & 18 design components enhanced
- 4 new functional features added & 2 functional features enhanced
- 5 new integration tested & enhanced

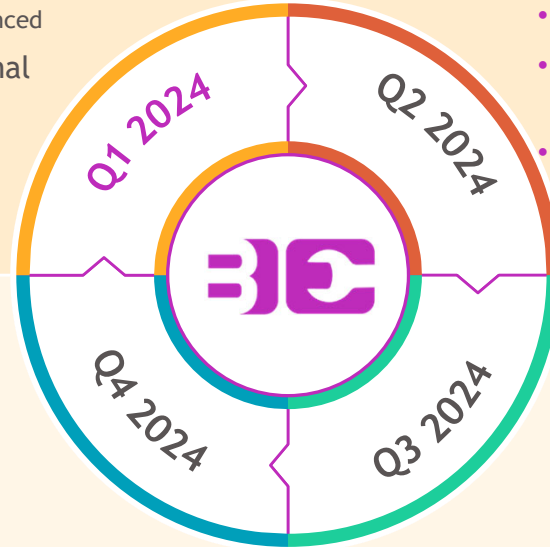
[2024 Q1 Product Capability Roadmap >](#)



Product capability upgrades summary

- 2 Page template enhanced
- 5 new added & 20 design components enhanced
- 3 new functional features added & 3 functional features enhanced
- 3 new integration tested & enhanced

[2024 Q2 Product Capability Roadmap >](#)



2024 Q4 upgrades will be prioritize based on BE site migration plan.



2024 Q3 upgrades will be prioritize based on BE site migration plan.



2024 Build Easy Product Summary



Product capability upgrades summary

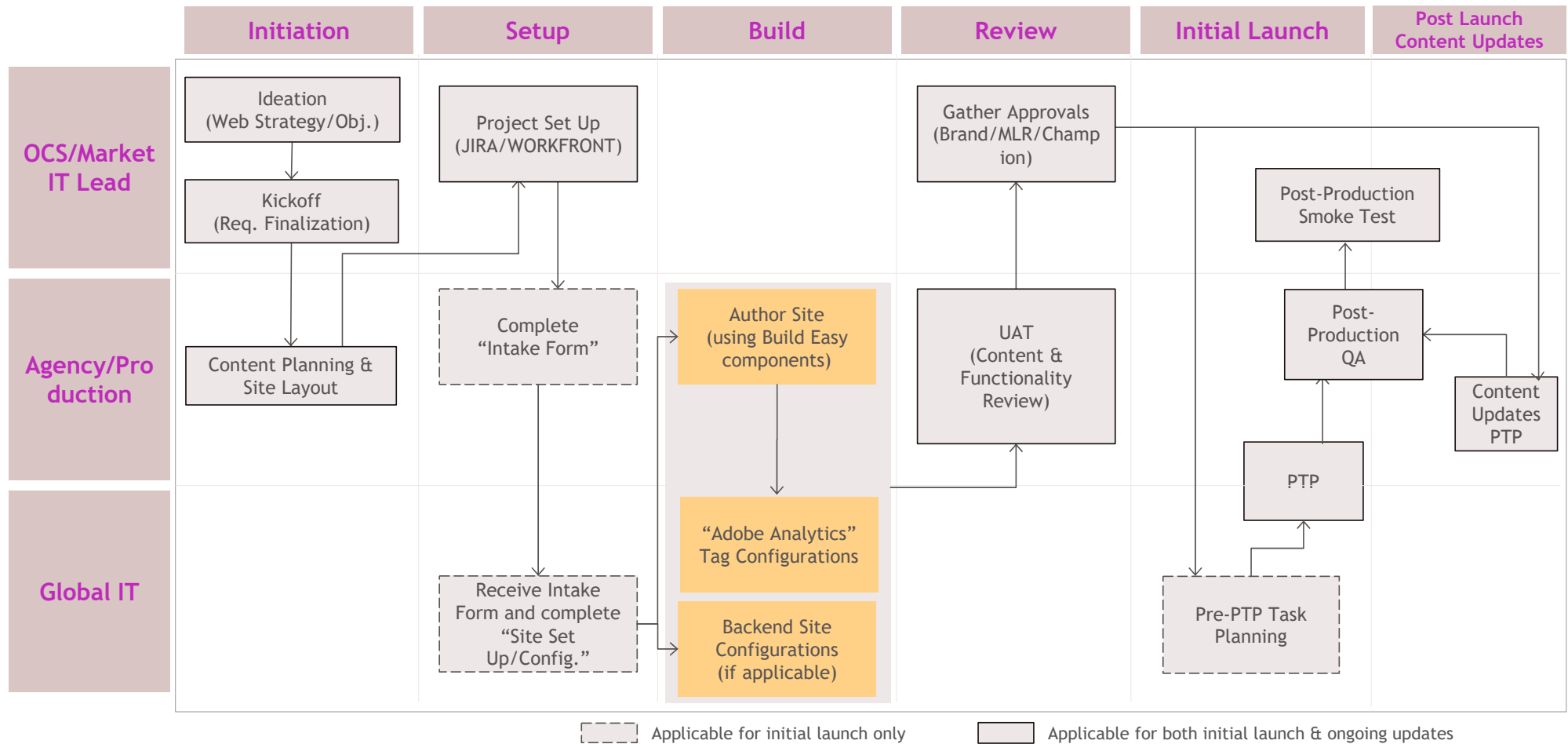
- **2** new templates added & **1** template enhanced
- **5** new design components added & **14** design components enhanced for UI/UX, SEO & Accessibility Needs
- **4** new functional features added & **2** functional features enhanced
- **5** new integrations added to advance customer needs

[2024 Q1 Product Capability Roadmap >](#)

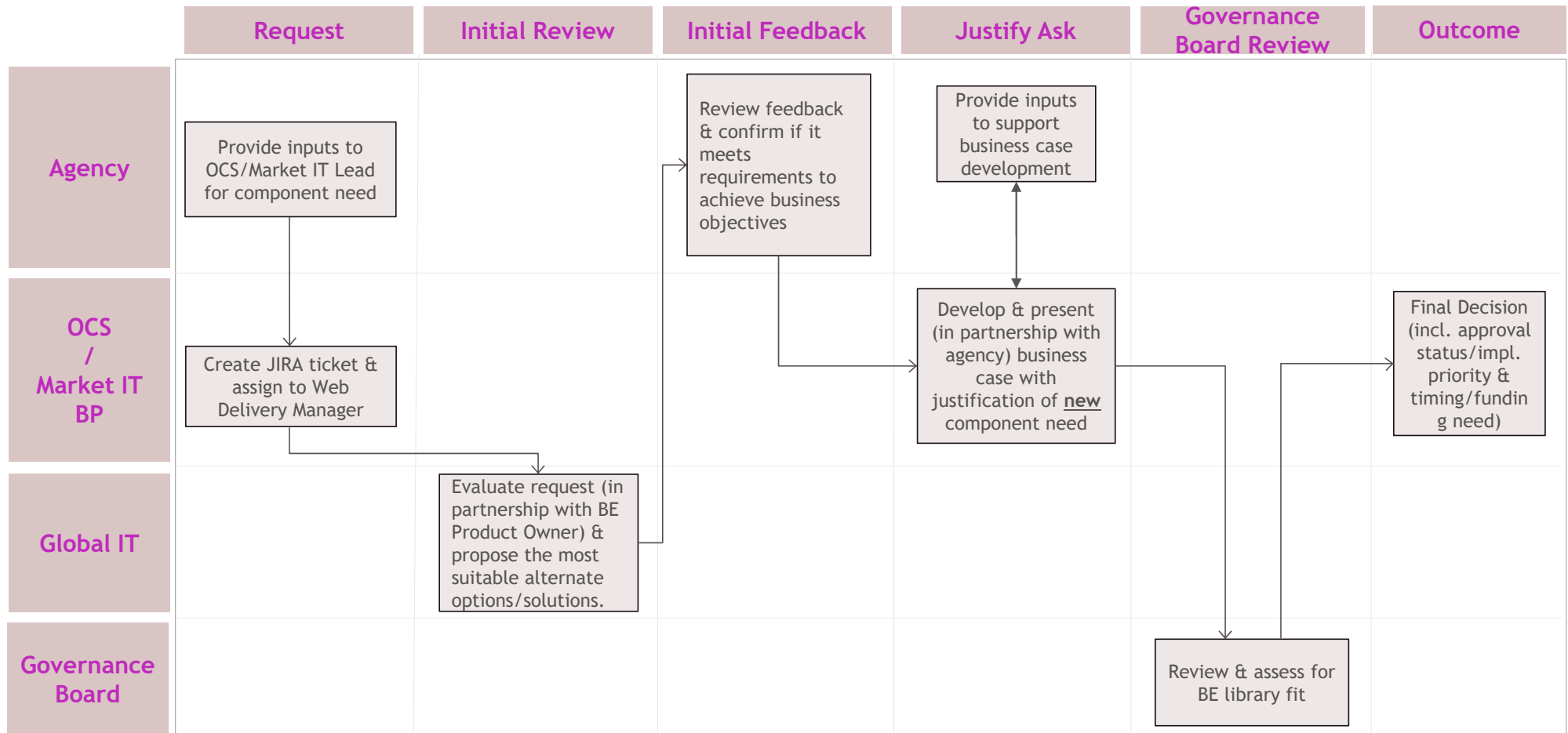


Build Easy - Process Flow & Governance Model

Build Easy - Process Flow



Build Easy - Governance Model



Key Considerations & Prioritization Principles/Order for Build Easy



Key Considerations for Build Easy



If you are a launch brand, then plan/build for the future on Build Easy



If you are thinking of a new website or redesigning an existing one, build on Build Easy



Pick an agency with digital expertise, specifically Web CMS experience (Best case with AEM experience)



Think of & leverage Build Easy, before you start the design (retro active fitment is a problem)



Train, onboard the agency on Build Easy, budget for the agency costs



Designing starts in Build Easy tool, have the agency familiarize themselves with Component Design Lab & Component Authoring Guide

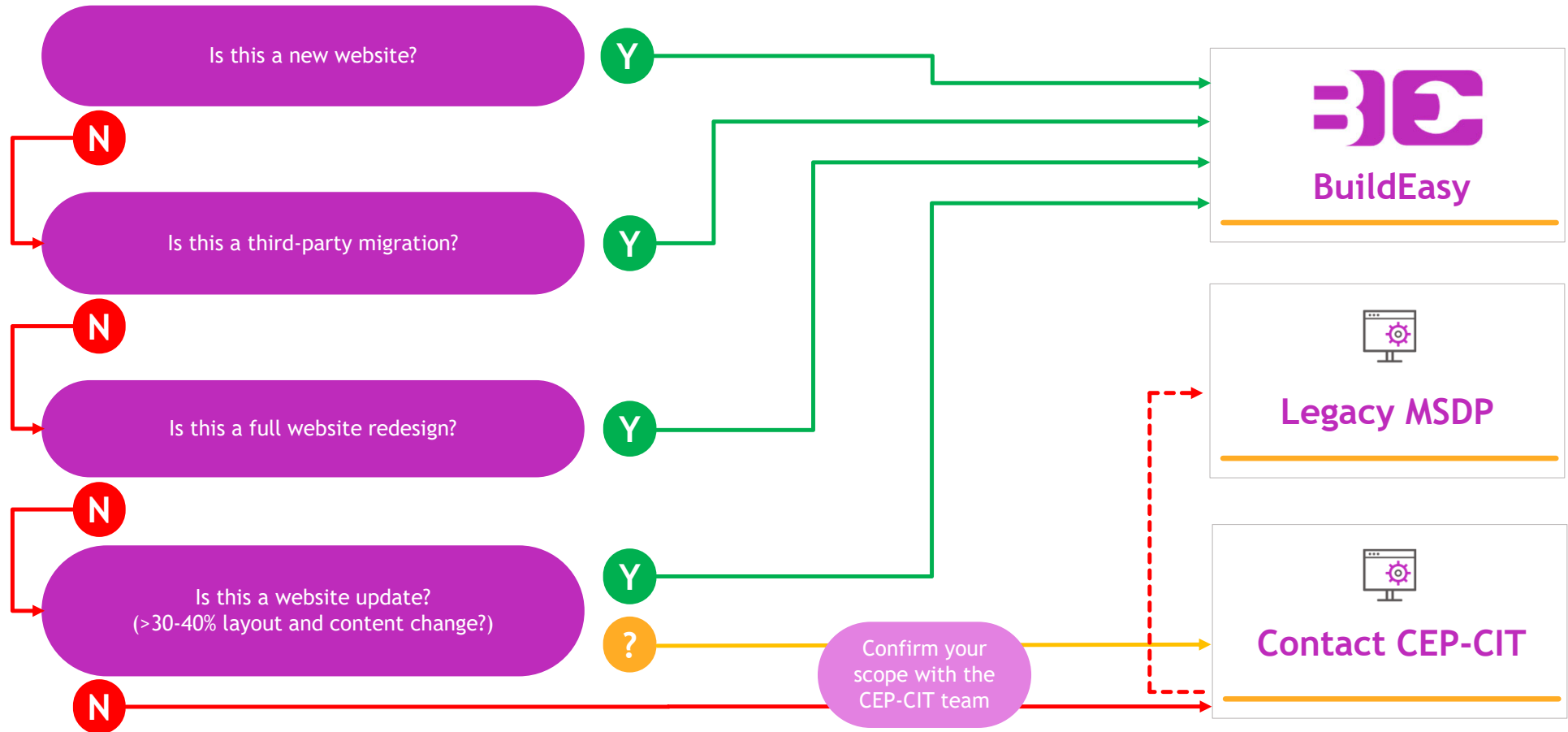


Agency authors website in Build Easy, budget for agency costs



If what you want design/functional components that are not available in Build Easy, follow the governance process for component build consideration

Build Easy: Project Planning Decision Tree



Prioritization Principles/Order

All requests will be prioritized based on the following criteria, weighted in the order below:

1. Is there a legal/compliance driver for this request? Please provide appropriate details.
2. Is this request for a Priority Market?
 - US, France, UK/I, Spain, Italy, Japan, Germany
3. Is this request for a Priority Brand?
 - Camzyos, Sotyktu, CAR T, Opdulag, Reblozyl, Zeposia UC
4. Is this request associated to Brand Launches and/or Acquisitions?
5. Is there justified data/analytics drivers behind this request? Please provide details.
6. Is this request related to a “Business Event” & has time sensitivity around it? Please provide details around the business criticality or the business value for this request.
7. What is the targeted launch date & expected turnaround time for this request?

For all requests, CIT, CEP, OCS & Market IT Lead(s) will collaborate to prioritize & align on the strategy / plans for the pull through.

Build Easy Journey & Quantified Benefits

Build Easy Journey



Other 20+ sites from EU and US regions are in build and UAT stage.

● BuildEasy Product Track ● Nordics sites ● Switzerland Site ● Germany Migration ● US Medical Site



Build Easy

Enterprise wCMS framework for web builds using standard, harmonized design components, functional features & internal/external integrations



“Potential” Annualized Cost Savings to build/author websites (avg. ~100 websites across diff. complexity types) leveraging
Build Easy could be \$1.665M



“Potential” Annualized Effort Savings to build/author websites (avg. ~100 websites across diff. complexity types) leveraging
Build Easy is 1050 days



In general, there is “potential” cost & effort savings of **50%-60%** as a result of leveraging the **Build Easy** framework for web builds

Notes:

1. There could be further cost synergies than the above as we move away from the current resource model (which is primarily external partner based) to future resource model.
2. With other web standardization/brand design consistency opportunities, e.g., Replication of SOTYKTU SE launched on BE across all EU markets, cost synergies could further be amplified.

Site Complexity %
(based on historical data of ~100 website builds/redesigns annually):

1. 40% Simple
2. 45% Medium
3. 15% Complex

Complexity	Simple	Medium	Complex
Scope	Front-end pages with below standard JS functionalities: 1. Tabs, accordions 2. Standard video implementation	1. Page design consisting of multiple tabs, Carousel, Animations 2. Standard WWReg implementation 3. Video interactivity - Chapters, link clicks, overlay etc., 4. Backend integration with exiting APIs (CCM, chatbot, SFMC)	1. Complex design with lengthy pages, animations, complex backgrounds designs 2. Custom video interactivity (quiz, polls), survey capability integration 3. Custom WWReg requirements - UI, layout & functionality 4. Content personalization via interaction studio 5. Custom search implementation 6. Back-end integration for new APIs interacting with multiple third parties



BE Resource Links & What's New/Upcoming in 2024

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>

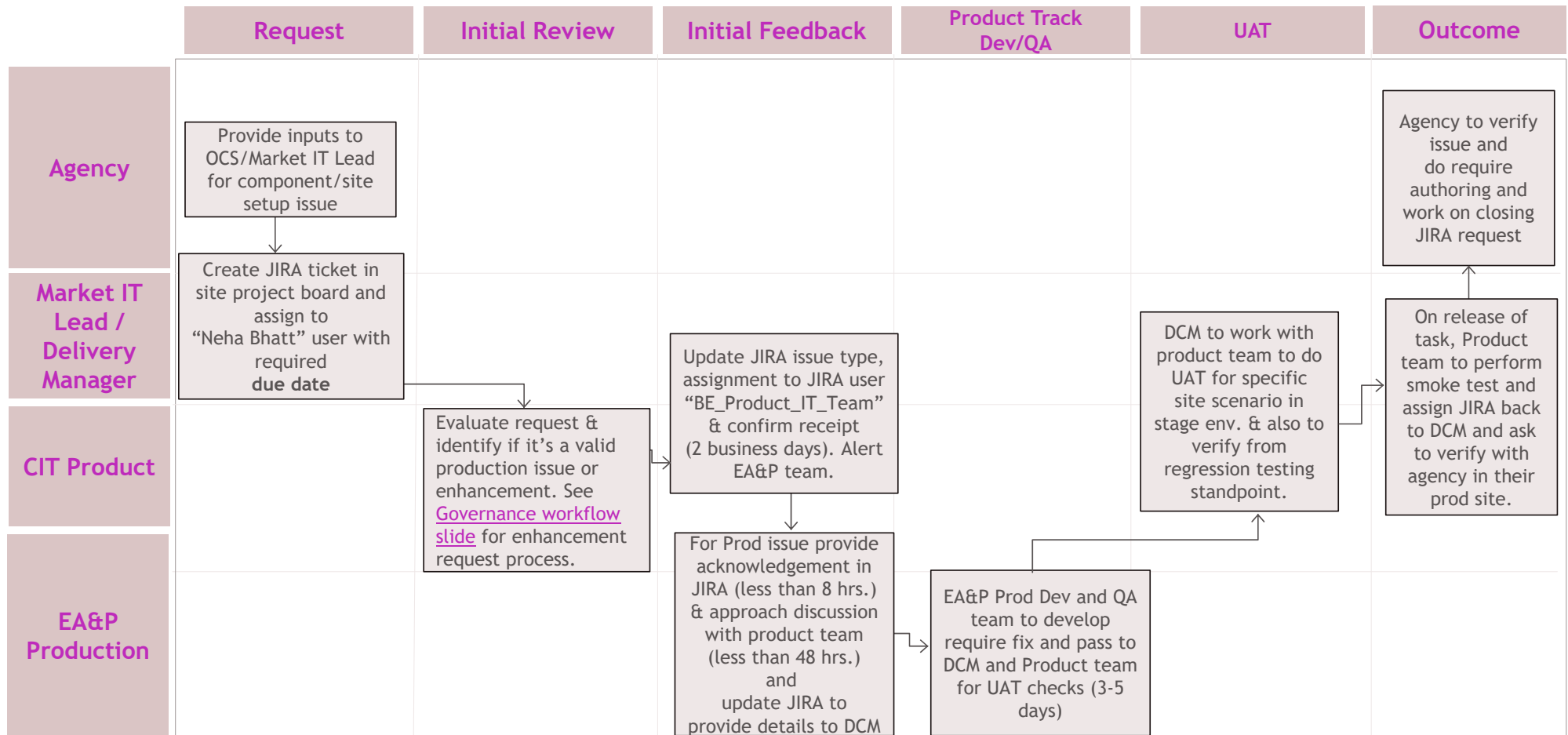


New in 2024

- [BE Newsletter](#)
- [BE Office Hours](#)

Appendix

Build Easy - Site Build/Production Issue Workflow



Things to consider when reporting production issue

- Delivery Manager/IT Market BP must create JIRA bug/improvement/sub task in their related JIRA project where issue/request has been identified.
- Take necessary Screenshot and provide URLs of env. where issue has been identified. It's important that reported task has enough information to someone in product/dev to reproduce it without back and forth. DCM also need to put desire due date. After creating issue item in JIRA, assign task to user "Neha Bhatt".
- If Issue is urgent and need immediate attention, then alert Product IT Team via email MG-BE-PRODUCT-IT-TEAM@bms.com
- Once issue is assigned to above user, [JIRA dashboard](#) should be updated in 15 minutes and all parties who are involved should use JIRA dashboard and task to monitor progress further.
- See slide 1 to see SLA for each step for normal issue life cycle. It will be usually addressed within 2 weeks cycle from the day it's reported.
- Everyday core product IT team to connect and discuss required approach to fix issues and if any concern with delivery timelines.
- All issues or questions regarding BuildEasy component, template, site setup, permissions or follow up on PRE-PTP, POST-PTP should be managed by JIRA or Demand. Email is only channel to alert product and development team, but all BE requests should be captured in JIRA BE Project or Service now.



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



65 Design Components

Sr. No	Design* Component	Design Variations
1	2 Column	2
2	Accordion	4
3	Anchor	1
4	Back to top	4
5	Background container	3
6	Bookmark	N/A
7	Button	10
8	Call to action	11
9	Cards	4
10	Carousel	7
11	Citation	2
12	Conclusion	5
13	Dosage Calculator	N/A
14	Download List	3
15	DTC ISI Tray	1
16	Event	1
17	Experience Fragment	N/A
18	Facts and Figures	9
19	Footer	3
20	Generic Share Feature	1
21	Global Utility	2
22	Glossary Container	2

Sr. No	Design* Component	Design Variations
23	HCP ISI	1
24	HCP Login (Canada)	1
25	Header logo	N/A
26	Highlight	2
27	Horizontal Rule	2
28	iFrame	1
29	Image	2
30	Image Comparison Slider	2
31	Image Map	Upcoming
32	Image Text	4
33	Indication Dropdown	2
34	INAMI HCP Login (NL/BE)	Upcoming
35	Large Image Gallery	2
36	Link List	2
37	Link Recommendations	1
38	Link Warning Modal	2
39	Locator	
40	Main Navigation	7
41	Page head	9
42	Page not found	2
43	Resources	1
44	Responsive column control	16

Sr. No	Design* Component	Design Variations
45	Rich text editor	2
46	Search	4
47	Secondary Navigation	2
48	Section Heading	1
49	Slider	1
50	Summary	2
51	Tab	4
52	Tab Modal	N/A
53	Table	10
54	Testimonial	4
55	Tile	3
56	Top Banner	1
57	Treatment locator	1
58	Universal Navigation	1
59	Video External Links	1
60	Video listing	2
61	Video player	2
62	Video player card	3
63	Video Reaction	1
64	Wallet Card	2
65	Web shop	2

*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



25 Functional Features

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	Veeva Vault
18	Hybizz webshop
19	ADA Configuration
20	Integration Studio
21	Qualtrics
22	BrightCove
23	SimpleCast

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.

BuildEasy: 2024 Q1 Product Capability Roadmap

		New Component Enhanced Component Upcoming New Component Upcoming Enhancement	
		January 2024	February 2024
	Templates	General Content - DTC ISI, Header, Footer, Top Nav, Global Utility Nav Exp. Fragments	General Content - Workflows by user roles General Content - Hide header/Footer Tooltip
	Design Components	General Content - Workflows by user roles General Content - Local Properties extension	
	Functional Features	Accordion Card Breadcrumb Link List Main Navigation Large Image Gallery Download list Rich Text Link Recommendation Universal Navigation Indication Dropdown Experience Fragment	Tabs Carousel Global Utility Navigation Href lang code generator Breadcrumb Main Nav - Dyn Flat Secondary Navigation - Dynamic hierarchy Button
	3rd party Integration	DAM Assets - Enable Login Protection Canadian HCP Login PDF Generator (Wallet Card)	Button Back to top Background container Responsive Column Ctrl Web shop - Manual Order System
	Release Dates	DAM Assets - Enable Login Protection Canadian HCP Login PDF Generator (Wallet Card)	Treatment locator Canadian HCP Login
	Release Dates	Brightcove - Video Auto Upload Service (Poc) BE Sites Mapping Tool	
		January 2024	February 2024
		Jan 25 Jan 31	Feb 7 Feb 13 Feb 20 Feb 29
			Mar 14 Mar 21 Mar 30

BuildEasy: 2024 Q2 Product Capability Roadmap

		New Component		Enhanced Component	Upcoming New Component	Upcoming Enhancement
		April 2024		May 2024		June 2024
 Templates				Locale Template - Enable Header Exp. Fragment		
				Modal Template - Featured Pop-up		
 Design Components	Back to top	Slider Carousel		Accordion	Button	Main Navigation - Accessibility
	Button	Card		Event - Add to Calendar	Tab - Hover Color Option	Download Icon Alternate option Configuration
	Background container	Responsive Column Ctrl		Image Comparison Slider	Bookmark	HCP Finder - New Variation in Treatment locator
	Footer	Featured Search		Patient Login Enhancement		Responsive Col Ctrl - New Variations
	Resources - Optional Filter, Pagination and Grid UI			Wallet Card - Accessibility		Button
	Resources - Set filter/anchor using campaign link					
 Functional Features	Generic Share Page			Treatment locator - Bulk Upload Tool		Dosage Calculator
	Canadian HCP Login	Treatment locator Tool		HCP Overlay Config (UK/IE)	Dosage Calculator	Doc Check/Gigya - Optional User info in Profile
 3 rd party Integration				One Trust - Privacy Choice Button in Footer		Brightcove - Video Auto Upload Service
						Multimarket HCP login PoC via Single Domain
 Release Notes	Apr 2 Apr 10 Apr 23 Apr 30			May 14 May 21 May 30		Jun X

BuildEasy: 2024 Q3 Product Capability Roadmap

