

Build Easy

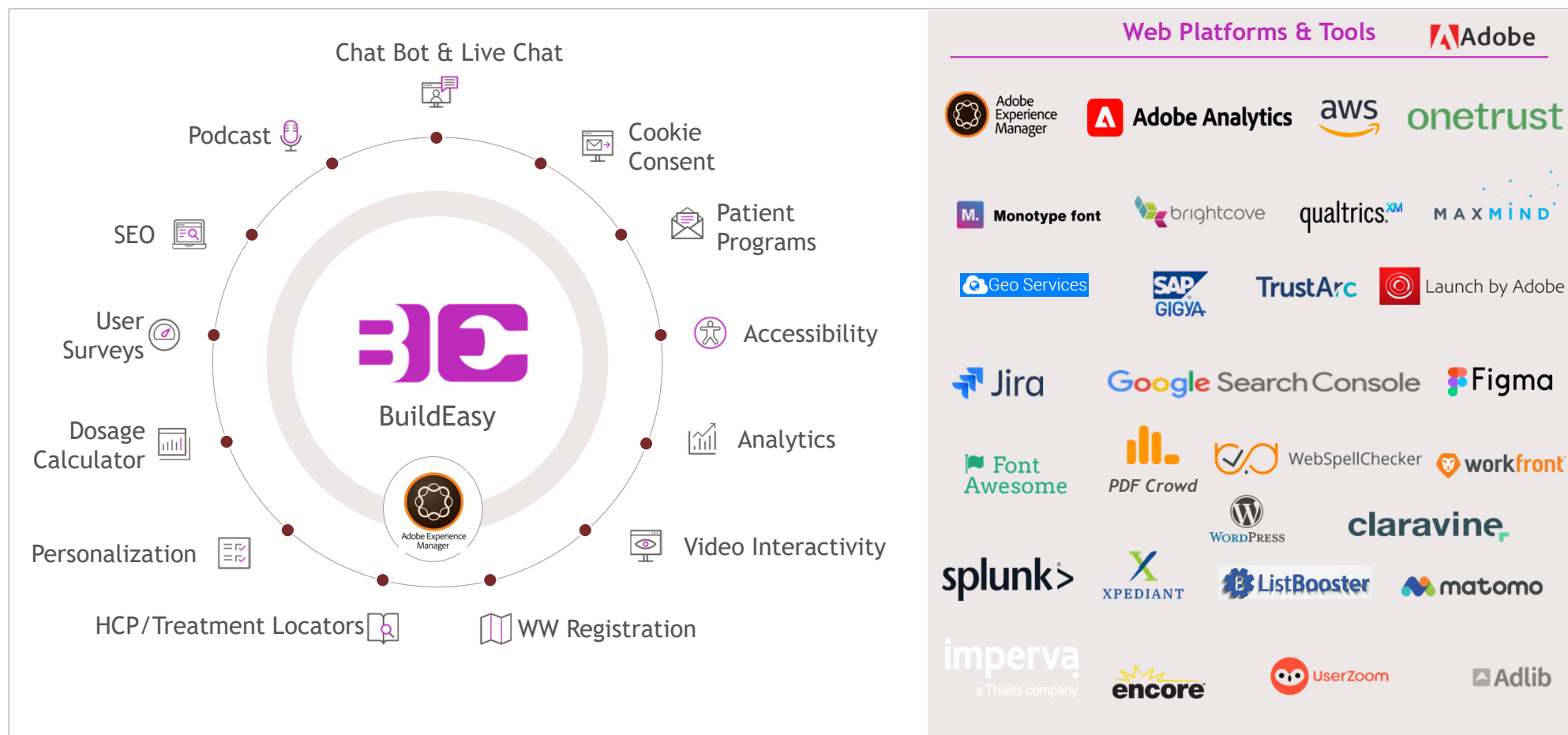
*WCE+IT's new approach
to Website Builds and
Ongoing Run Operations*

July 2026



Build Easy

Digital/Web 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



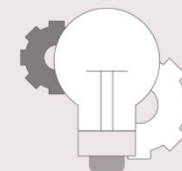
Improve

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

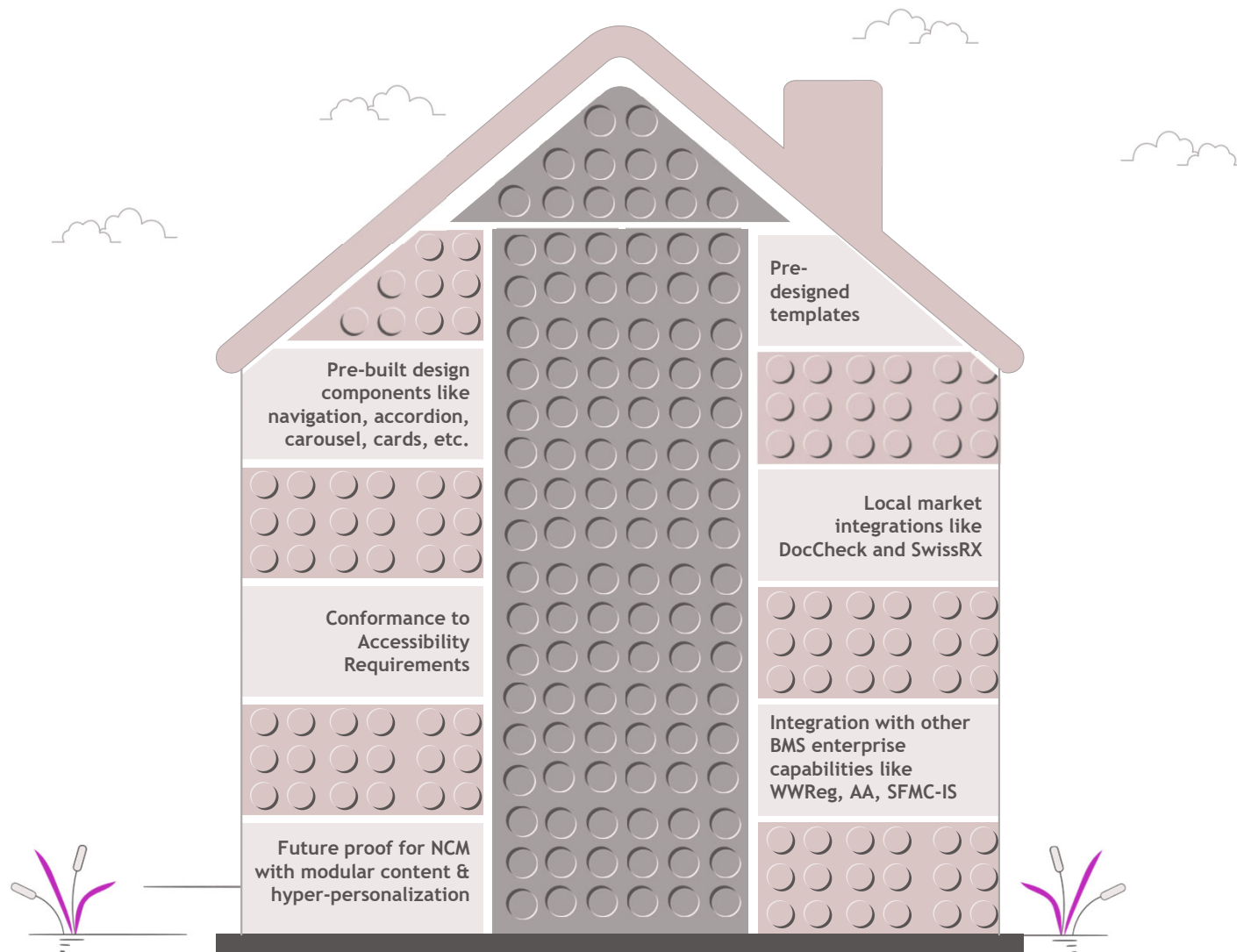
Accelerate “Go-To-Market” strategies

Enable & provide access to a tool



Build Easy

Lego Blocks for website builds



2026 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.



10 Page Templates

[Learn more >](#)



4 Content Fragments

[Learn more >](#)



2 Experience Fragment

[Learn more >](#)



116 Components

(90 Design & Functional + 8 Forms
+ 18 Medical Only Components)

[Learn more >](#)



24 Third Party Integrations

[Learn more >](#)

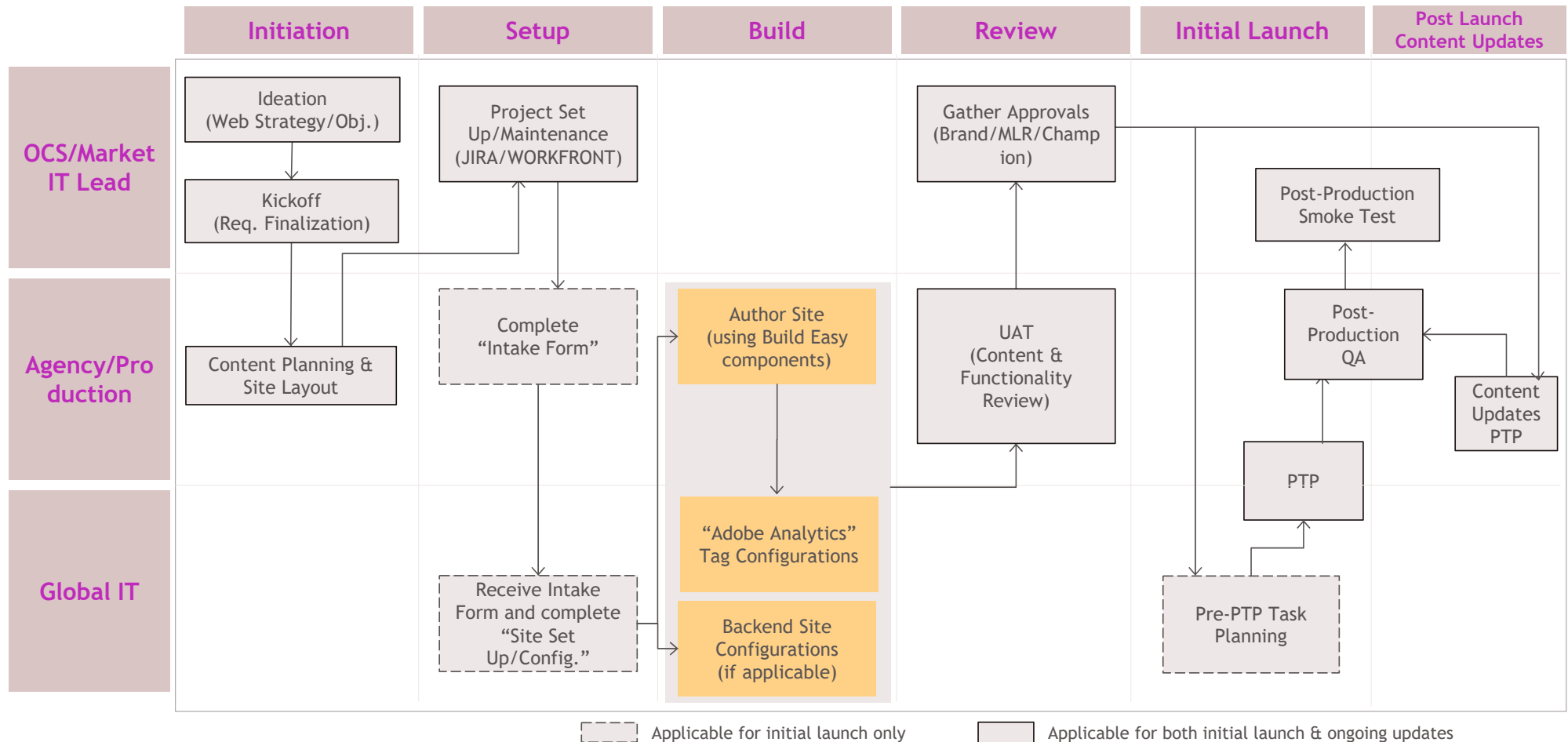


25 Functional Features

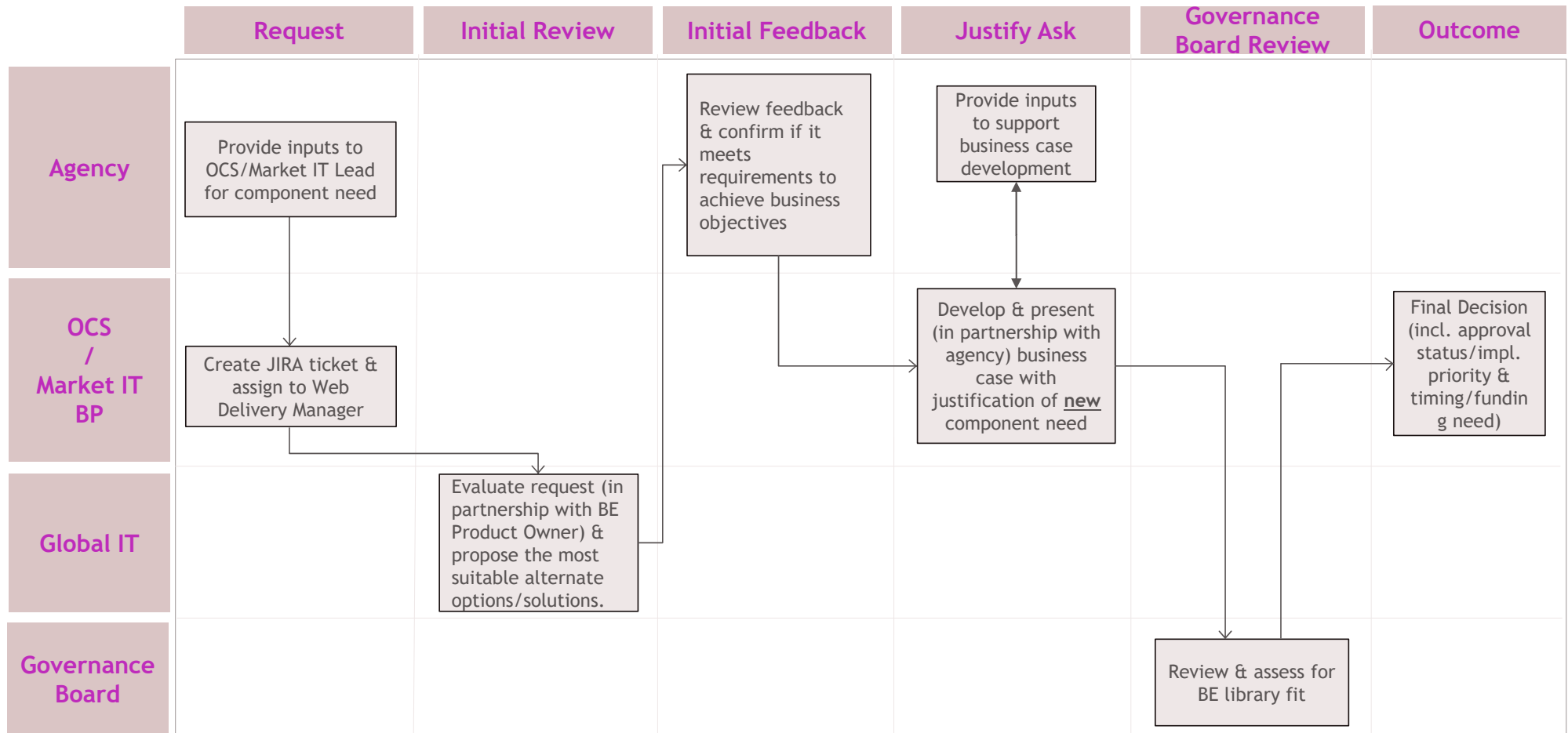
[Learn more >](#)

Build Easy - Process Flow & Governance Model

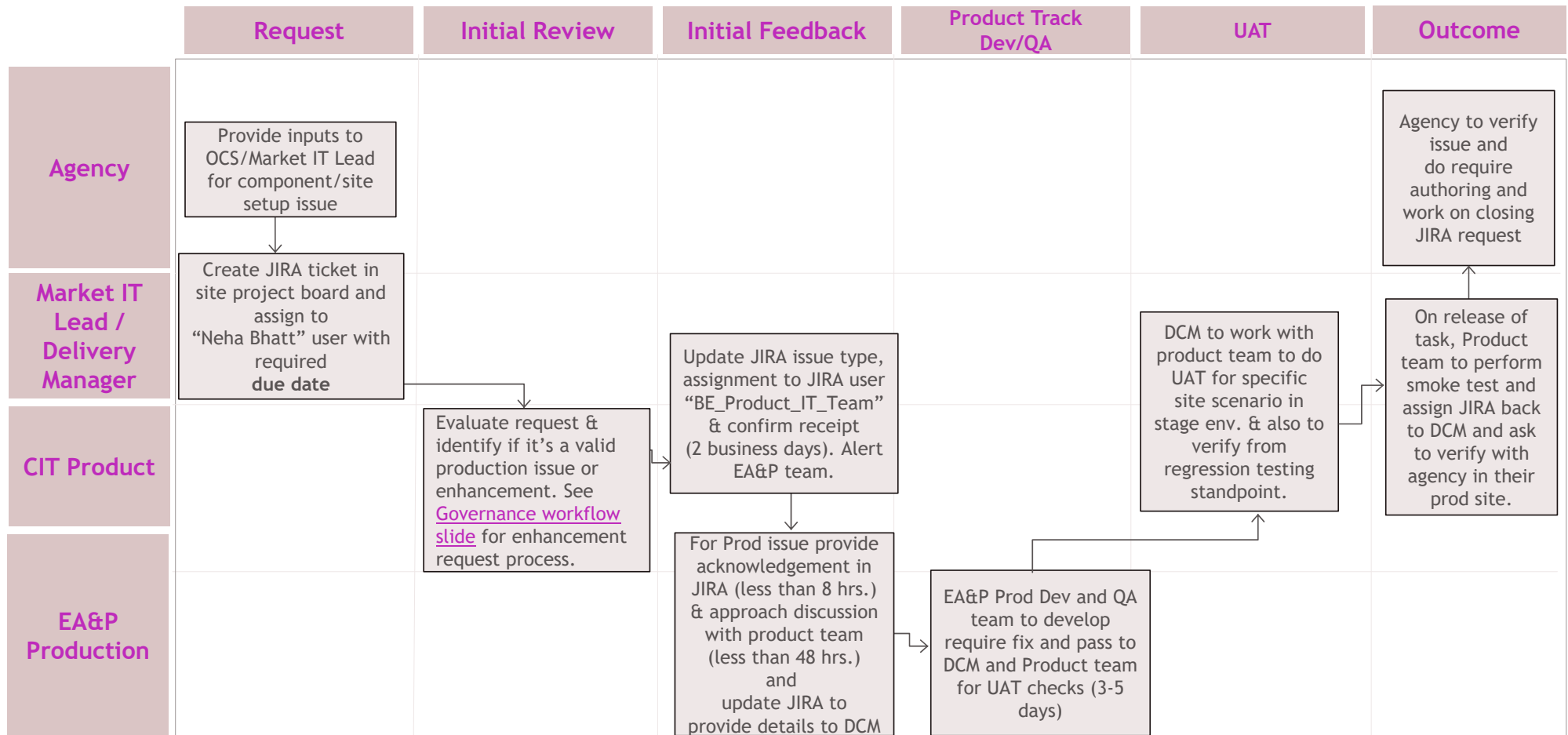
Build Easy - Process Flow



Build Easy - Governance Model



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.

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

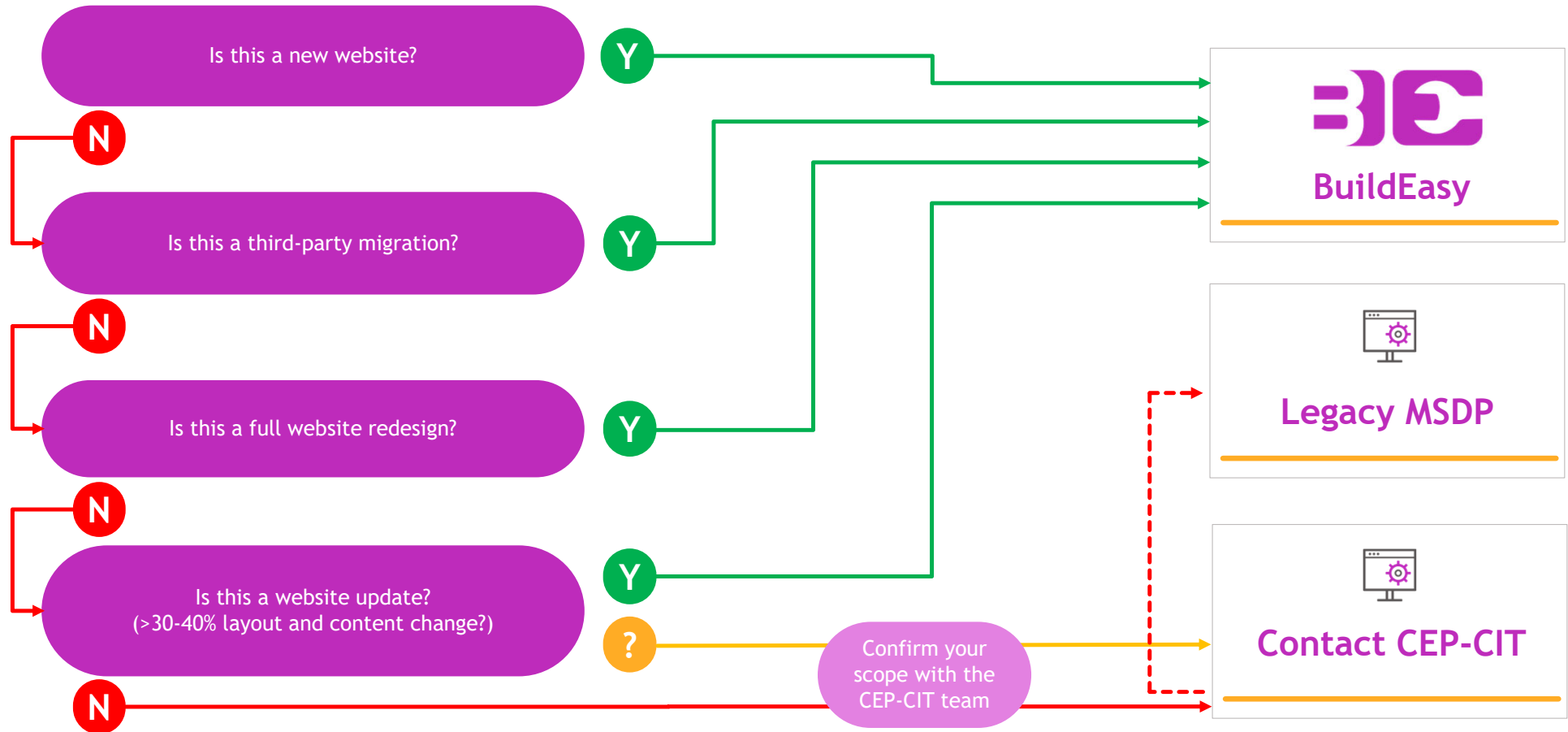


Agency authors website in Build Easy, budget for agency costs



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, Germany, Japan, France, UK/I, Spain, Italy
3. Is this request for a Priority Brand?
 - Cobenfy, Krazati, Camzyos, Sotyktu, CAR T, Opdulag, Reblozyl, Zeposia UC
4. Is this request associated to Brand Launches, Label Updates 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.

Prioritization Framework

Priority Brands and Markets (in order)

Priority Brands	Priority Markets
Cobenfy	US
Krazati	Germany
Camzyos	Japan
Sotyktu	France
Car-T	UK/I
Opdualag	Spain
Reblozyl	Italy
Zeposia	EUC
	ICON

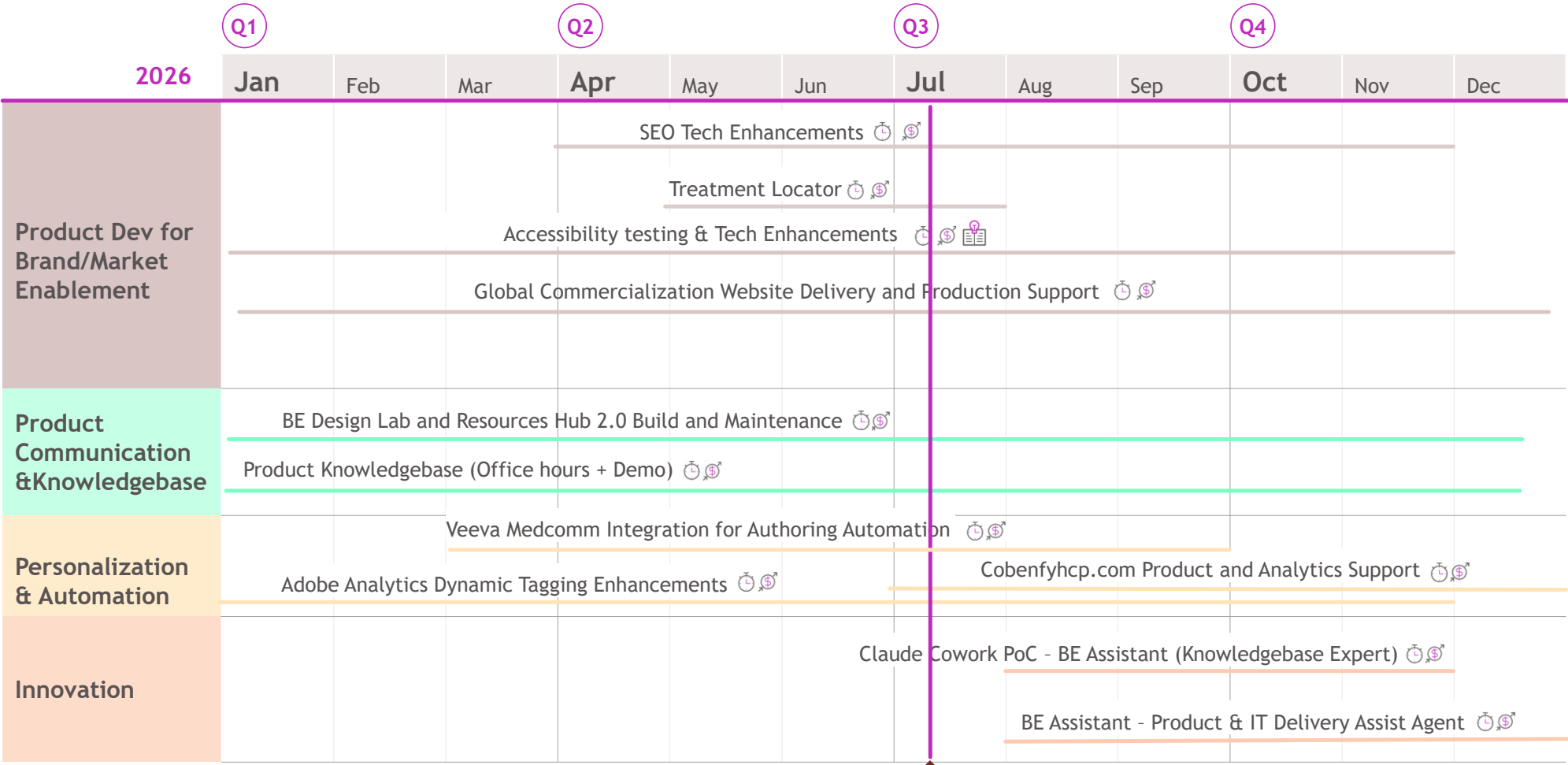
Web Demand Tracker

Under re-evaluation based on 2025+ market size and upcoming CLT direction.

BuildEasy Product Release & Knowledgebase Update Calendar

2026 BuildEasy Product Roadmap

Compliance Cost savings Speed/efficiency



BE Product Sprint Schedule (Jul - Dec 2026)

Sprint Name		Sprint Grooming			Sprint Planning				Sprint Development		
Month Release #	Sprint #	Backlog Review	Prioritization	Finalize Requirement	Technical Analysis	Finalize Scope	Estimations	Sprint Creation	Sprint Dev + QA	Sprint UAT	Sprint Release + Smoke Test
Teams*		PO	PO +DL+ CASA	PO + DL	SA	PO + SA	SA	SM	EA&P HYD Dev	Product team	Dev PTP + Product team
Jul R1	55	Jun 8	Jun 9	Jun 8 - Jun 12	Jun 15 - Jun 19	Jun 19	Jun 22	Jun 23	Jun 24 - Jul 1	Jul 2 - Jul 6	Jul 9
Jul R2	56	Jun 22	Jun 23	Jun 22 - Jun 26	Jun 29 - Jul 3	Jul 3	Jul 6	Jul 7	Jul 8 - Jul 15	Jul 16 - Jul 20	Jul 23
Aug R1	57	Jul 6	Jul 7	Jul 6 - Jul 10	Jul 13 - Jul 17	Jul 17	Jul 20	Jul 21	Jul 22 - Jul 29	Jul 30 - Aug 3	Aug 6
Aug R2	58	Jul 20	Jul 21	Jul 20 - Jul 24	Jul 27 - Jul 31	Jul 31	Aug 3	Aug 4	Aug 5 - Aug 12	Aug 13 - Aug 17	Aug 18
Sep R1	59	Aug 3	Aug 4	Aug 3 - Aug 7	Aug 10 - Aug 14	Aug 14	Aug 17	Aug 18	Aug 19 - Aug 26	Aug 27 - Aug 31	Sep 3
Sep R2	60	Aug 17	Aug 18	Aug 17 - Aug 21	Aug 24 - Aug 28	Aug 28	Aug 31	Sep 1	Sep 2 - Sep 9	Sep 10 - Sep 14	Sep 17
Sep R3	61	Aug 31	Sep 1	Aug 31 - Sep 4	Sep 7 - Sep 11	Sep 11	Sep 14	Sep 15	Sep 16 - Sep 23	Sep 24 - Sep 28	Oct 2
Oct R1	62	Sep 14	Sep 15	Sep 14 - Sep 18	Sep 21 - Sep 25	Sep 25	Sep 28	Sep 29	Sep 30 - Oct 7	Oct 8 - Oct 12	Oct 13
Oct R2	63	Sep 28	Sep 29	Sep 28 - Oct 2	Oct 5 - Oct 9	Oct 9	Oct 12	Oct 13	Oct 14 - Oct 21	Oct 22 - Oct 26	Oct 29
Nov R1	64	Oct 12	Oct 13	Oct 12 - Oct 16	Oct 19 - Oct 23	Oct 23	Oct 26	Oct 27	Oct 28 - Nov 4	Nov 5 - Nov 9	Nov 12
Nov R2	65	Oct 26	Oct 27	Oct 26 - Oct 30	Nov 2 - Nov 6	Nov 6	Nov 9	Nov 10	Nov 11 - Nov 18	Nov 19 - Nov 23	Nov 26
Dec R1	66	Nov 9	Nov 10	Nov 9 - Nov 13	Nov 16 - Nov 20	Nov 20	Nov 23	Nov 24	Nov 25 - Dec 2	Dec 3 - Dec 7	Dec 10

* PO - IT Product Owner, DL - IT Delivery Lead, CASA, EA&P - Enterprise Application and Platforms, SA - System Architect, SM - Scrum Master

** BMS US and HYD Public holiday observed. Schedule may be affected during those weeks. (US Holidays - Jul 4, Sep 7, Nov 26 - 27, Dec 24- Jan 1) | India HYD Holidays - Sep 14, Oct 2, Oct 20, Oct 21, Dec 24 - Jan 1)

*** Release day is now moved to Thursday of each week. If sprint it getting completed on Tuesday. Release will happen on Thursday of that week.

BE Product Sprint Schedule (Jan - Jun 2026)

Sprint Name		Sprint Grooming			Sprint Planning				Sprint Development		
Month Release #	Sprint #	Backlog Review	Prioritization	Finalize Requirement	Technical Analysis	Finalize Scope	Estimations	Sprint Creation	Sprint Dev + QA	Sprint UAT	Sprint Release + Smoke Test
Teams*		PO	PO +DL+ WCx	PO + DL	SA	PO + SA	SA	SM	EA&P HYD Dev	Product team	Dev PTP + Product team
Feb R1	44	Jan 5	Jan 6	Jan 5 - Jan 9	Jan 12 - Jan 16**	Jan 16	Jan 19	Jan 20	Jan 21 - Jan 28**	Jan 29 - Feb 2	Feb 3
Feb R2	45	Jan 19	Jan 20	Jan 19 - Jan 23	Jan 26 - Jan 30	Jan 30	Feb 2	Feb 3	Feb 4 - Feb 11	Feb 12 - Feb 16**	Feb 17
Mar R1	46	Feb 2	Feb 3	Feb 2 - Feb 6	Feb 9 - Feb 13	Feb 13	Feb 16	Feb 17	Feb 18 - Feb 25	Feb 26 - Mar 2	Mar 3
Mar R2	47	Feb 16	Feb 17	Feb 16 - Feb 20	Feb 23 - Feb 27	Feb 27	Mar 2	Mar 3	Mar 4 - Mar 11	Mar 12 - Mar 16	Mar 17
Mar R3	48	Mar 2	Mar 3	Mar 2 - Mar 6	Mar 9 - Mar 13	Mar 13	Mar 16	Mar 17	Mar 18 - Mar 25**	Mar 26 - Mar 30	Mar 31
Apr R1	49	Mar 16	Mar 17	Mar 16 - Mar 20	Mar 23 - Mar 27	Mar 27	Mar 30	Mar 31	Apr 1 - Apr 8	Apr 9 - Apr 13	Apr 14
Apr R2	50	Mar 30	Mar 31	Mar 30 - Apr 3	Apr 6 - Apr 10	Apr 10	Apr 13	Apr 14	Apr 15 - Apr 22	Apr 23 - Apr 27	Apr 28
May R1	51	Apr 13	Apr 14	Apr 13 - Apr 17	Apr 20 - Apr 24	Apr 24	Apr 27	Apr 28	Apr 29 - May 6**	May 7 - May 11	May 12
May R2	52	Apr 27	Apr 28	Apr 27 - May 1	May 4 - May 8	May 8	May 11	May 12	May 13 - May 20	May 21 - May 25**	May 26
Jun R1	53	May 11	May 12	May 11 - May 15	May 18 - May 22	May 22	May 25	May 26	May 27 - Jun 3	Jun 4 - Jun 8	Jun 9
Jun R2	54	May 25	May 26	May 25 - May 29	Jun 1 - Jun 5	Jun 5	Jun 8	Jun 9	Jun 10 - Jun 17	Jun 18 - Jun 22**	Jun 23

* **PO** - IT Product Owner, **DL** - IT Delivery Lead, **WCx** - Worldwide Commercialization Excellence, **EA&P** - Enterprise Application and Platforms, **SA** - System Architect, **SM** - Scrum Master

** BMS US and HYD Public holiday observed. Schedule may be affected during those weeks.

BE Resource Links

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



Resource Links

- BuildEasy Overview <https://buildeasy.bms-preview.com/assets/buildeasy/resources-hub/pdfs/BuildEasy-Overview.pdf>
- BuildEasy Resource Hub/Training Resources
<https://buildeasy.bms-preview.com/designlab/training-resources.html>
- Agency Resources:
<https://buildeasy.bms-preview.com/designlab/training-resources.html>
- Training Checklist <https://buildeasy.bms-preview.com/assets/buildeasy/resources-hub/pdfs/BuildEasy-TrainingSession-PreRequisite.pdf>
- Component Authoring Guide - <https://buildeasy.bms-preview.com/author-guide/home.html>
- Component Design Lab - <https://buildeasy.bms-preview.com/designlab/product-catalog.html>
- [BE Newsletter](#)
- [BE Office Hours](#)

Appendix



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, Dximity, 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

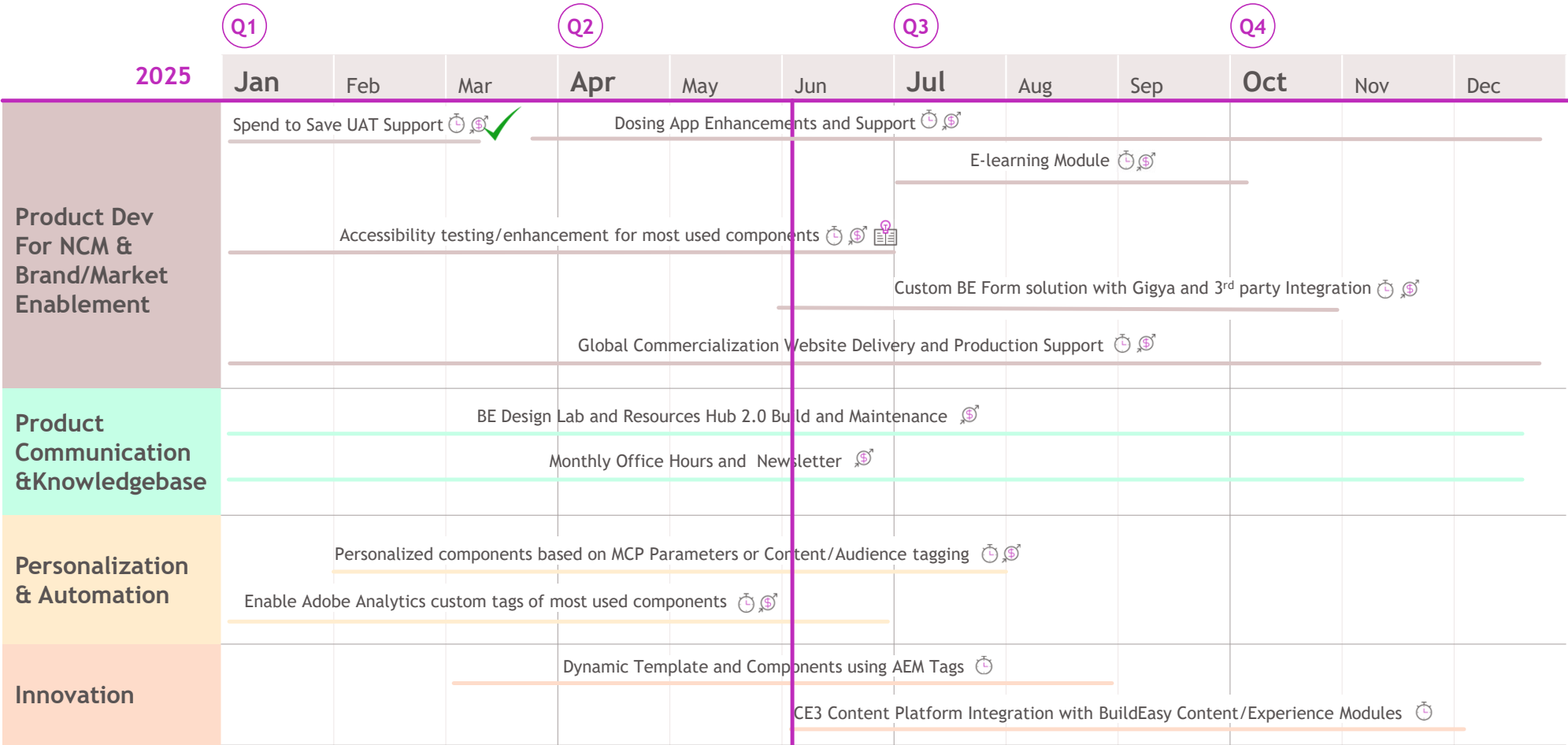
Sr. No	Functional Features
1	Behavioral Analytics (HotJar)
2	BMS Medical Content Search in Veeva Vault
3	BMS Policy Search
4	Cookie Consent Management
5	Deep Link/Soft Login
6	Email Notification
7	Global Consent Management
8	Infusion center and Car-T Treatment Center locator
9	Interactive Video Streaming
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.

2025 BuildEasy Product Roadmap

Compliance Cost savings Speed/efficiency



BuildEasy: 2025 Q1 Product Capability Roadmap

 New Component

 Enhanced Component

 Upcoming New Component

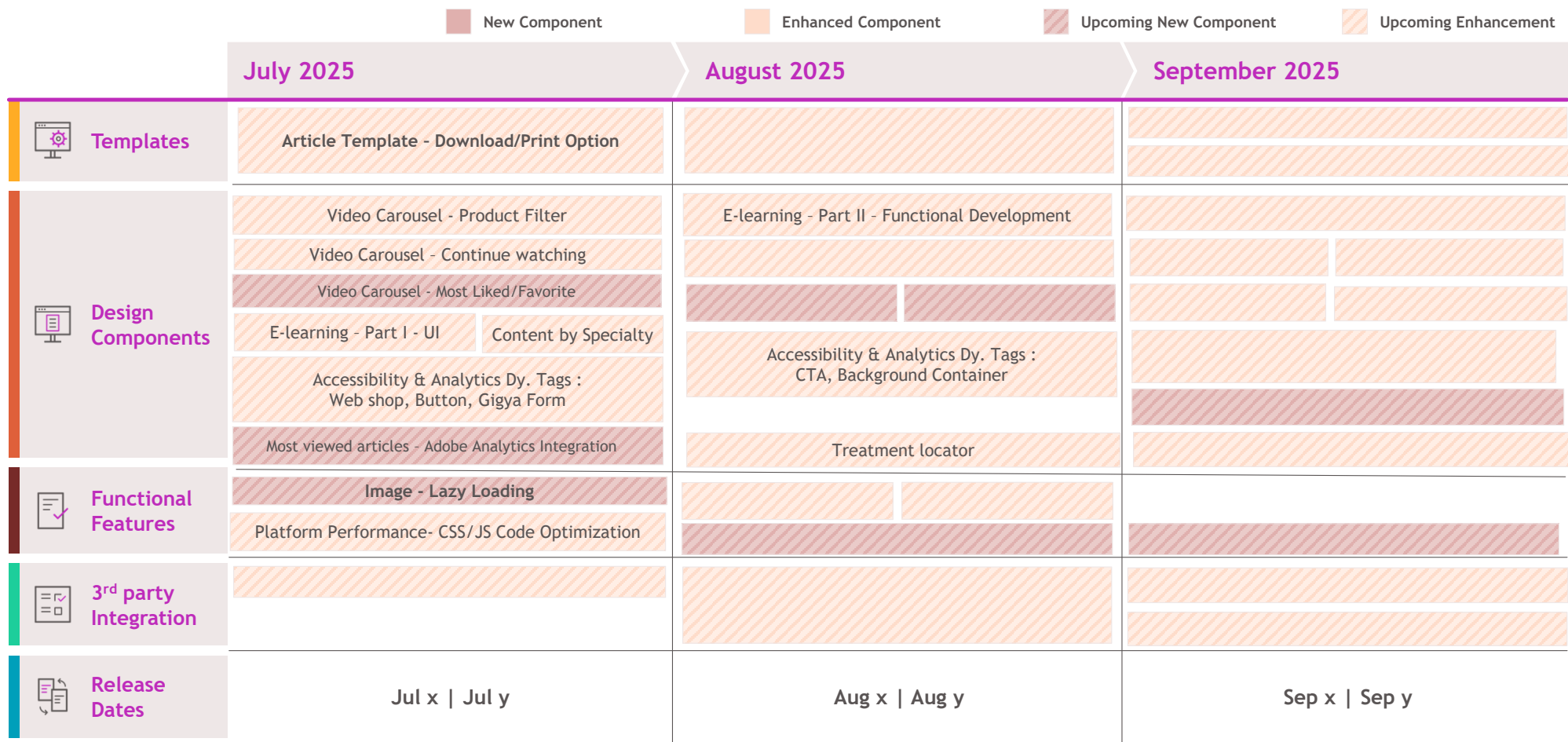
 Upcoming Enhancement

	January 2025	February 2025	March 2025
 Templates		Article Template	Modal Template
 Design Components	PDF Viewer	Dosing	Accessibility & Analytics Dy. Tags : Secondary Nav, Top Nav, Indication Dropdown
	Article Listing	Event	Latest Article Listing - Table View
	Image	Link List	Dy. Video Carousel (Based on user profile)
	FAQ (Med Info)	Tab	Search Results
	Product Info (Med Info)	MIO Search	Featured Search
		MIO Search Results	HCP Finder - Multilocation
		Accessibility & Analytics Dy. Tags : Video, Tab and Accordion	
 Functional Features	HCP Finder - CSV Import	Latest Article Listing	Brightcove Uploader Service - AEM Assets Tags
			Cobenfy - HCP Formulary lookup tool
 3rd party Integration			Featured Pop-up - Integration with Commercial Console (For Dynamic Webinar promotion)
			Formulary lookup tool - Clarivate API Integration
			Analysis: Gigya, DocCheck, SwissRx – AEM – AA Connector
 Release Dates	Jan 7 Jan 9 Jan 23	Feb 4 Feb 18	Mar 4 Mar 18

BuildEasy: 2025 Q2 Product Capability Roadmap

		New Component	Enhanced Component	Upcoming New Component	Upcoming Enhancement
		April 2025	May 2025	June 2025	
Templates					
Design Components	Article Carousel (Based on user profile)	Dynamic Video Detail Page			
	Accessibility & Analytics Dy. Tags : Universal Nav, Image Text	Article and Videos - Add to Favorite		Video Carousel - Continue watching	
	PDF Viewer - Local Config			Video Carousel (Most Liked/Favorite)	
	Dynamic Video Detail Page			Video Carousel (Most Viewed)	
Functional Features	Rich Text - Mercury # AA Dy. Tagging	Expert Dy. Detail Pages		E-learning Module - Part I	Treatment locator
	Sales Rep Card - PoC	Canada HCP Login		BMS ON - Advance Search	Sales Rep Card
		Content by Specialty		Most viewed articles - Adobe Analytics Integration	
3 rd party Integration	Most viewed video - Adobe Analytics Integration			Gigya MuleSoft Component Migration to BE	
Release Dates	Apr 4 Apr 17 Apr 29	May 8 May 15 May 29		Jun 10 Jun 24	

BuildEasy: 2025 Q2 Product Capability Roadmap



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.



10 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 >](#)



77 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 >](#)

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	Accordion	Card
		Breadcrumb	Link List
		Main Navigation	Large Image Gallery
		Download list	Rich Text
		Link Recommendation	Universal Navigation
		Indication Dropdown	Experience Fragment
			Tabs Carousel
	 Functional Features	DAM Assets - Enable Login Protection	Global Utility Navigation
			Href lang code generator
	 3rd party Integration	SimpleCast Integration	Breadcrumb Main Nav - Dyn Flat
		Qualtrics Integration	Secondary Navigation - Dynamic hierarchy
	 Release Dates	Jan 25 Jan 31	Button
			Canadian HCP Login
			PDF Generator (Wallet Card)
			Treatment locator Canadian HCP Login
			Chatbot Integration
			Interaction Studio - Advance Scripts Integration
			Brightcove - Video Auto Upload Service (Poc)
			BE Sites Mapping Tool
			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		Local Template	General Content Template
	Design Components	Back to top	Slider Carousel	Accordion	Button	Main Navigation	Button Page Head
		Button	Card	Event - Add to Calendar	Tab - Hover Color Option	Video Player	Responsive Col Ctrl
		Background container	Responsive Column Ctrl	Image Comparison Slider	Bookmark	Web Shop	Accordion
		Footer	Featured Search	Patient Login Enhancement		Footnotes	Rich text
		Resources - Optional Filter, Pagination and Grid UI		Wallet Card - Accessibility		Download list	HCP Finder
		Resources - Set filter/anchor using campaign link					
	Functional Features	Generic Share Page		Treatment locator - Bulk Upload Tool		Treatment locator Tool	Dosage Calculator
		Canadian HCP Login	Treatment locator Tool	HCP Overlay Config (UK/IE)	Dosage Calculator	Brightcove AEM Plugin	
	3 rd party Integration			One Trust - Privacy Choice Button in Footer			
	Release Notes	Apr 2 Apr 10 Apr 23 Apr 30		May 14 May 21 May 30		Jun 6 Jun 13 Jun 20	

BuildEasy: 2024 Q3 Product Capability Roadmap

		New Component	Enhanced Component	Upcoming New Component	Upcoming Enhancement				
		July 2024		August 2024		September 2024			
 Templates	BuildEasy PDF Page Template		Article Template	BE Experience Fragment					
			Local Template	General Content Template					
 Design Components	Image	Slider	Button	Tabs		Tabs	Slider	Dosage Calculator	
	Events	Table	Resources		Table	Page Head	Dosage Calculator		
	Wallet Card	Rich Text Editor	HCP Finder		Link Warning Modal	Video Player		Download list	Web Shop
	Responsive Col Ctrl		Swiper Carousel		Latest Article Listing	Web Shop		Secondary Navigation	Web Seminar (Detail Page)
	Main Navigation				Page Not Found		Product Info (Medical Only)	Web Seminar (Listing Page)	
	Survey Container, Question (Doc discussion guide)						Web Seminar (Display Page)		
							Web Seminar (Top Five Seminars)		
 Functional Features	Locale Gigya Config	Load Screenset	Contact Us Form	Dosage Calculator		Button - BMS To ONO variation			
							BMS IT Only - Unsubscribe US Consumer		
 3 rd party Integration							BMS to ONO Integration (JP Only)		
 Release Notes	2 Jul 16 Jul 25 Jul 30 Jul		8 Aug 20 Aug 22 Aug 29 Aug		Sep 5 Sep 12 Sep 17 Sep 26				

BuildEasy: 2024 Q4 Product Capability Roadmap

		New Component	Enhanced Component	Upcoming New Component	Upcoming Enhancement	
		October 2024		November 2024	December 2024	
 Templates	Exp. Fragment Template	General Content	Video Template	Article Template		
	Profile Page Template	Local Template				
 Design Components	Survey Container, Question (Doc discussion guide)		Video Carousel	Article Teaser Carousel		
	Card	Page Head	Indication Dropdown	HCP Login		
	Main Navigation		Image Comparison			
	Featured Pop-up	Web Shop	Tabs	Accordion		
	Swiper Carousel					
 Functional Features			Most Viewed Videos	Most Read Articles	Dynamic Main Nav	Dynamic Hero Carousel
			Code Login (LATAM Only)		Dy. Video Carousel	Dy. Article listing`
 3 rd party Integration			BMS SSO Login and User Info Integration			
 Release Notes	3 Oct 8 Oct 15 Oct 22 Oct 29 Oct		Nov X		Dec X	

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

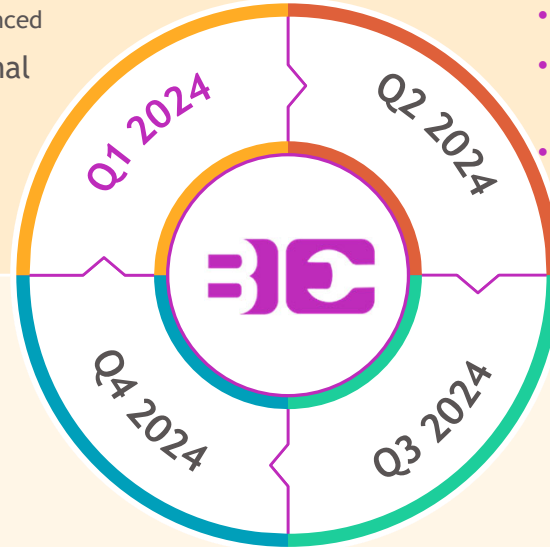
[2024 Q1 Product Capability Roadmap >](#)



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 >](#)



BuildEasy Sprint Development Rules

- **Sprint Duration:** Each sprint will last for two weeks to maintain the uniformity across the org.
- **Grooming Calls:** Grooming sessions for sprint must be completed at least four business days before the start of the sprint. These sessions should be an ongoing process, covering stories for the upcoming sprint (+1). The Product Owner will drive this process, will be participated by Tech Arch/Solution Arch.
- **Scope Creep/Updates:** Any changes in scope or updates will be discussed, and further steps will be taken accordingly. Please note that the due dates may shift based on these changes.
- **Incomplete Stories:** Any User Acceptance Testing (UAT), Push-To-Prod (PTP), or Quality Assurance (QA) activities for stories that remain incomplete will be carried over to the next sprint as separate tasks. These tasks will be created by TPM/SCRUM Master and updates will be shared with Product Owner.
- **Complex Stories:** For complex stories, any required analysis, or Proof of Concept (PoC) will be included as part of the sprint, and the effort will be incorporated into the story points.
- **Sprint Updates:** Only the TPM or Architect (Ramesh) will be responsible for updating the sprint.
- **Urgent Defects/Issues:** Any new urgent defects or issues should be assigned directly to Ramesh or yourself, rather than to the TPM. Further assignment or discussion will be at their discretion and further update in sprint will be done.
- **Sprint Board Management:** The TPM or Scrum Master will be responsible for managing the sprint board and sharing necessary information with the Product Owner and Leads.
- **Defects/Issues:** Defects or issues will be addressed within the sprint or added to the backlog, depending on their priority or urgency. There will not be a separate board for production issues or defects. The ongoing spring stories will be reprioritized based on the defect/issue priority.

BE Product Sprint Schedule (Jul - Oct 2025)

Sprint Name		Sprint Grooming			Sprint Planning				Spint Development		
Month Release #	Sprint #	Backlog Review	Prioritization	Finalize Requirement	Technical Analysis	Finalize Scope	Estimations	Sprint Creation	Sprint Dev + QA	Sprint UAT	Sprint Release + Smoke Test
Teams*		PO	PO +DL+ WCx	PO + DL	SA	PO + SA	SA	SM	EA&P HYD Dev	Product team	Dev PTP + Product team
Jul R1	31	Jun 9	Jun 10	Jun 9 - Jun 13**	Jun 16 - Jun 20**	Jun 20	Jun 23	Jun 24	Jun 25 - Jul 2	Jul 3 - Jul 7**	Jul 8
Jul R2	32	Jun 23	Jun 24	Jun 23 - Jun 27	Jun 30 - Jul 4	Jul 4	Jul 7	Jul 8	Jul 9 - Jul 16	Jul 17 - Jul 21	Kul 22
Aug R1	33	Jul 7	Jul 8	Jul 7 - Jul 11	Jul 14 - Jul 18	Jul 18	Jul 21	Jul 22	Jul 23 - Jul 30	Jul 31 - Aug 4	Aug 5
Aug R2	34	Jul 21	Jul 22	Jul 21 - Jul 25	Jul 28 - Aug 1	Aug 1	Aug 4	Aug 5	Aug 6 - Aug 13	Aug 14 - Aug 18	Aug 19
Sep R1	35	Aug 4	Aug 5	Aug 4 - Aug 8	Aug 11 - Aug 15	Aug 15	Aug 18	Aug 19	Aug 20 - Aug 27	Aug 28 - Sep 1	Sep 2
Sep R2	36	Aug 18	Aug 19	Aug 18 - Aug 22	Aug 25 - Aug 29	Aug 29	Sep 1**	Sep 2	Sep 3 - Sep 10	Sep 11 - Sep 15	Sep 16
Oct R1	37	Sep 1	Sep 2	Sep 1 - Sep 5	Sep 8 - Sep 12	Sep 12	Sep 15	Sep 16	Sep 17 - Sep 24	Sep 25 - Sep 29	Sep 30
Oct R2	38	Sep 15	Sep 16	Sep 15 - Sep 19	Sep 22 - Sep 26	Sep 26	Sep 29	Sep 30	Oct 1 - Oct 8	Oct 9 - Oct 13	Oct 14

* **PO** - IT Product Owner, **DL** - IT Delivery Lead, **WCx** - Worldwide Commercialization Excellence, **EA&P** - Enterprise Application and Platforms, **SA** - System Architect, **SM** - Scrum Master

** BMS US and HYD Public holiday observed. Schedule may be affected during those weeks.

Product Knowledgebase Update Schedule

Month Release #	Sprint #	Month	Resource Hub Updates (Release notes+ Component Catalog + Website Catalog + DEEP News)	BE CIT Training	BE Newsletter	BE Agency Training	BE Office Hours
Teams*			Product Team	Product team	WCXD + PO + DL	Dhanya	PO
Jan R0	19	January	Jan 2 - Jan 28	N/A	Jan 13	Jan 21, 22 & 23	Jan 16
Jan R1	20						
Jan R2	21						
Feb R1	22	February	Feb 1 - Mar 4	Feb 10	Feb 19	Feb 18, 19, 20	Feb 20
Feb R2	21						
Mar R1	22	March	Mar 5- Mar 21	Mar 24	Mar 26	Mar 10, 11, 12	Mar 27
Mar R2	23						
Apr R1	24	April	Apr 2 - Apr 28	Apr 21	Apr 23	Apr 15, 16, 17	Apr 24
Apr R2	25						
Apr R3	26	May	May 3 - May 16	May 19	May 21	May 20, 21, 22	May 22
May R1	27						
May R2	28	June	May 28 - Jun 13	Jun 16	Jun 18	Jun 17, 18, 19	Jun 19
Jun R1	29						

* **PO** - Product Owner, **DL** - Delivery Lead, **PA** - Product Assist, **WCXD** - Worldwide Commercialization Excellence Deployment, **EA&P** - Enterprise Application and Platforms, **DEEP** - Digital Engagement and Experience Platforms

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