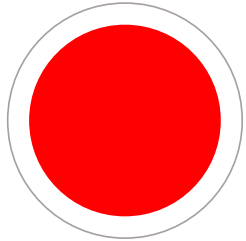


BuildEasy Office Hours

October 24, 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 Neha Bhatt, Senior Manager, Web Channel Product Manager.

Agenda

- Key updates
 - As of Oct 23, 2024 - 54 BE sites are live, and 59 sites are in Build/UAT stage
- Details about our recent [product releases](#)
- Sneak peaks and demos on components usage/enhancement
 - [SEO Authoring](#) Options in BuildEasy
 - Content Tags in BuildEasy
- Q&A Session (30 Minutes)

Build Easy - Training, Process Flow & Governance Model

New - Build Easy resource links



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>

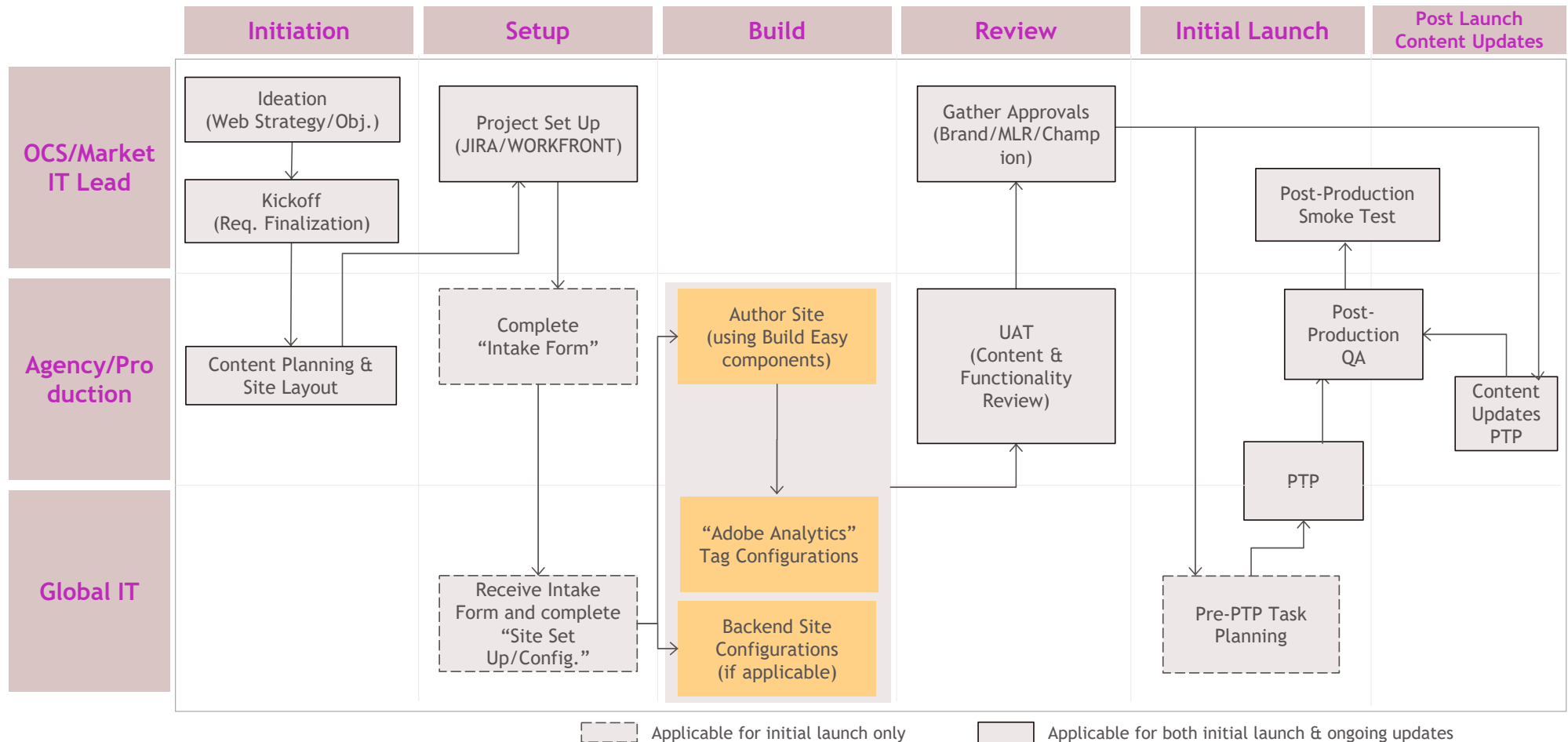
Component Design Lab - <https://buildeasy.bms-preview.com/designlab/product-catalog.html>



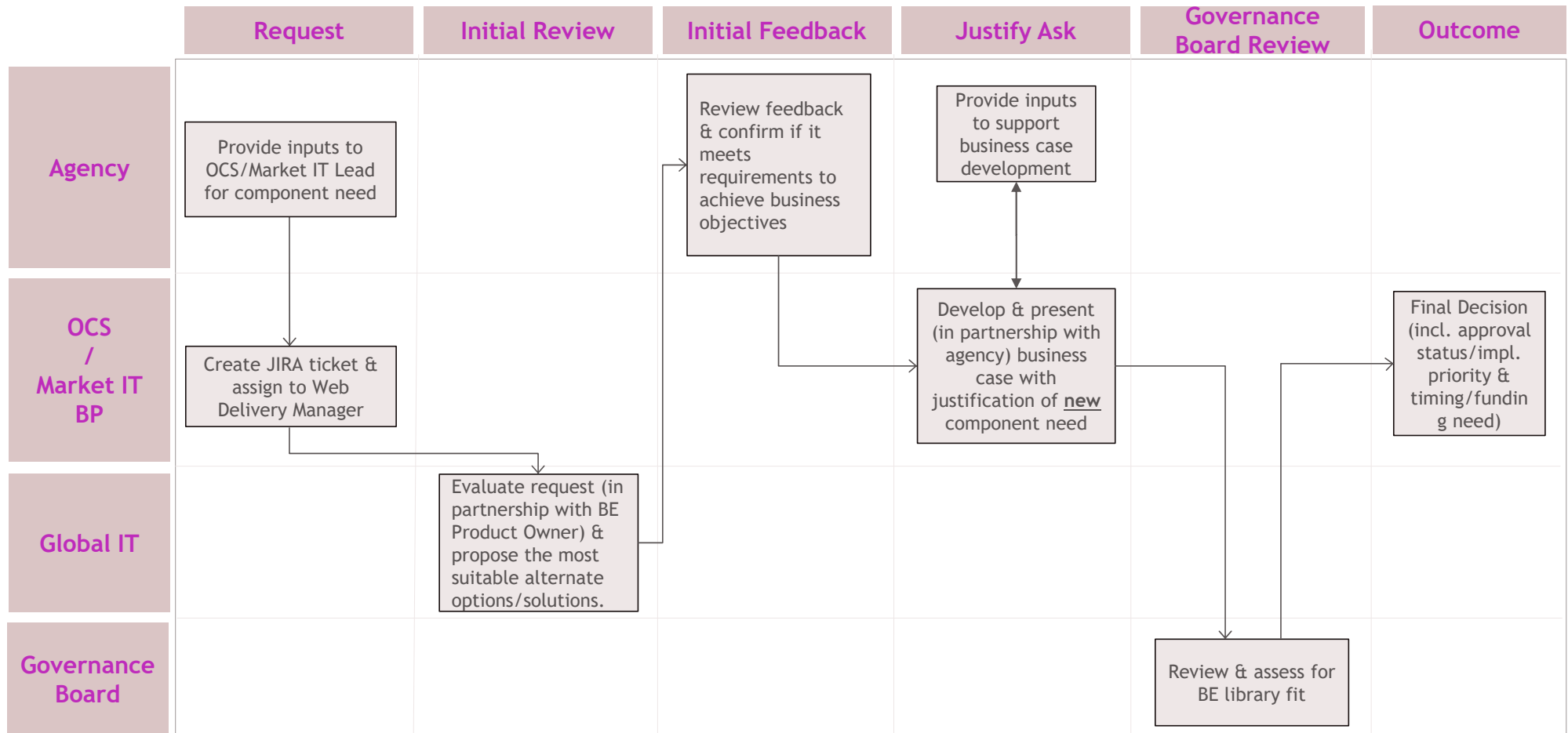
New in 2024

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

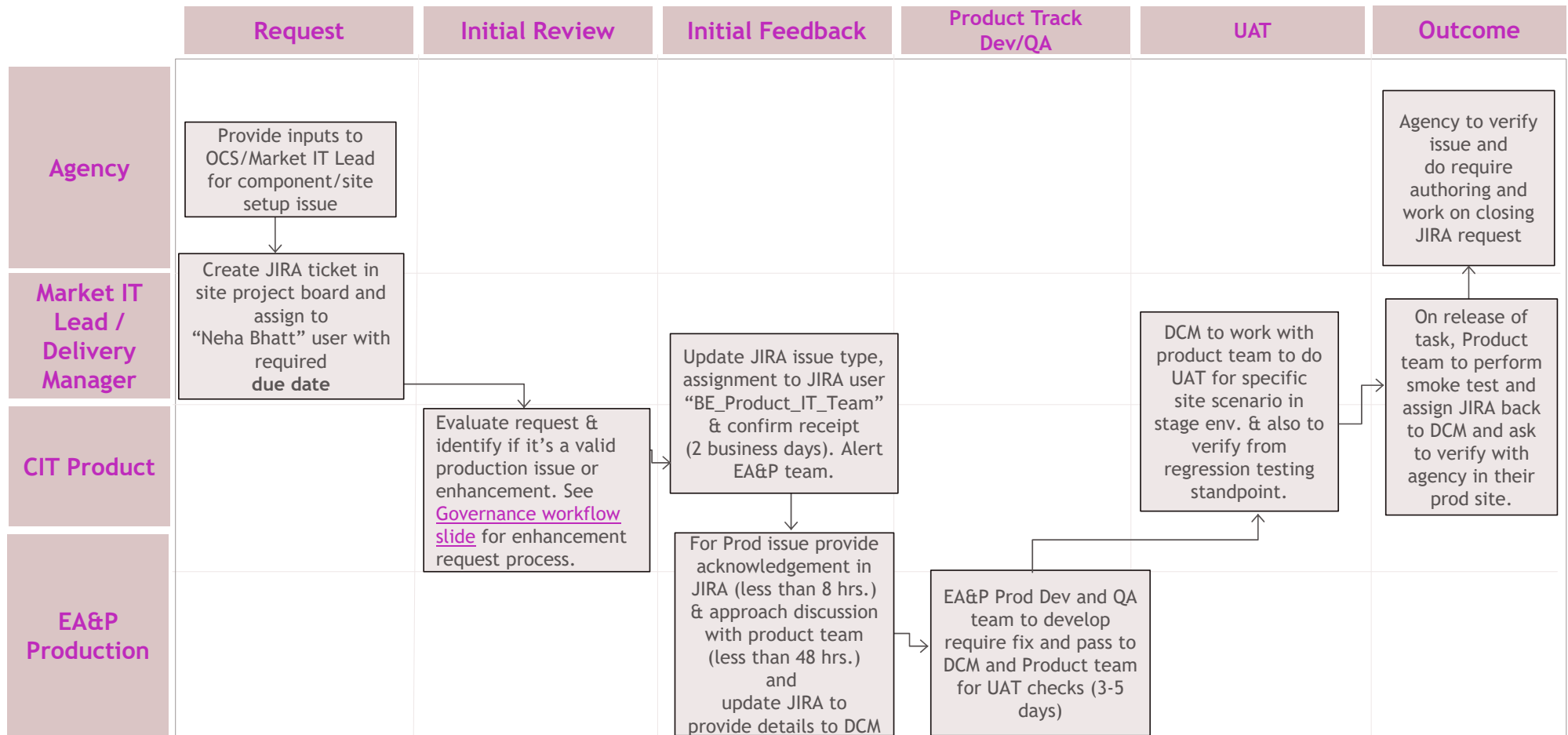
Build Easy - Process Flow



Build Easy - Governance Model



Build Easy - Site Build/Production Issue Workflow

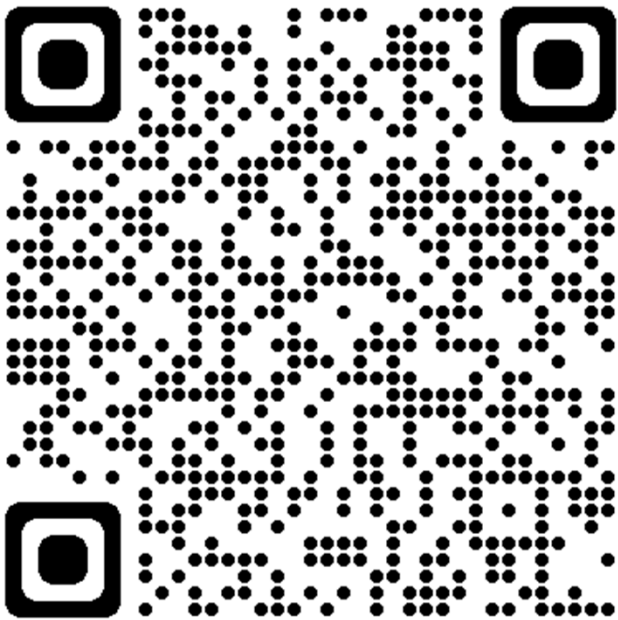


Things to consider when reporting production issue

- 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.

Q&A

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



Thanks

Looking forward to connect in next session on October 24, 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



Jeremy
Stock



Garrett Santoro

Enterprise Applications and Platforms



Venkat
Kris



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



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.