PCH Monthly Review
March, 2017

Digital Services CoE
January 2016

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Agenda

- Achievements and Launches
- Current projects - enhancements and redesigns
- Maintenance Status – Ticket Volume
- Maintenance Highlights
- Improvements Implemented
- Activities Planned
- Vendor Feedback
- March Audit Report
- Release Planning for April / May
- Q and A

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Achievements and Launches

✓ **Audit report being run, working to refine site update inclusions**

✓ **Nexium24hr – HCP Micro site** (Drupal 8)　　 **MTP date - 3/22**

✓ **Nexium24hr – Clear Minis Phase II　 MTP date - 4/6**

✓ **PRIMA Module – Thermacare and PrepH sites completed MTP – date 4/3**

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Dedicated Nexium24 Team

Dedicated team working exclusively with the Nexium 24 brand with market representatives, content development teams, Pfizer BT - portal development team (ITTB) team and Pfizer Engineering. Aggressive development and MTP timeline – 4 weeks. Originally planned to go live March 27, Site went live March 22.
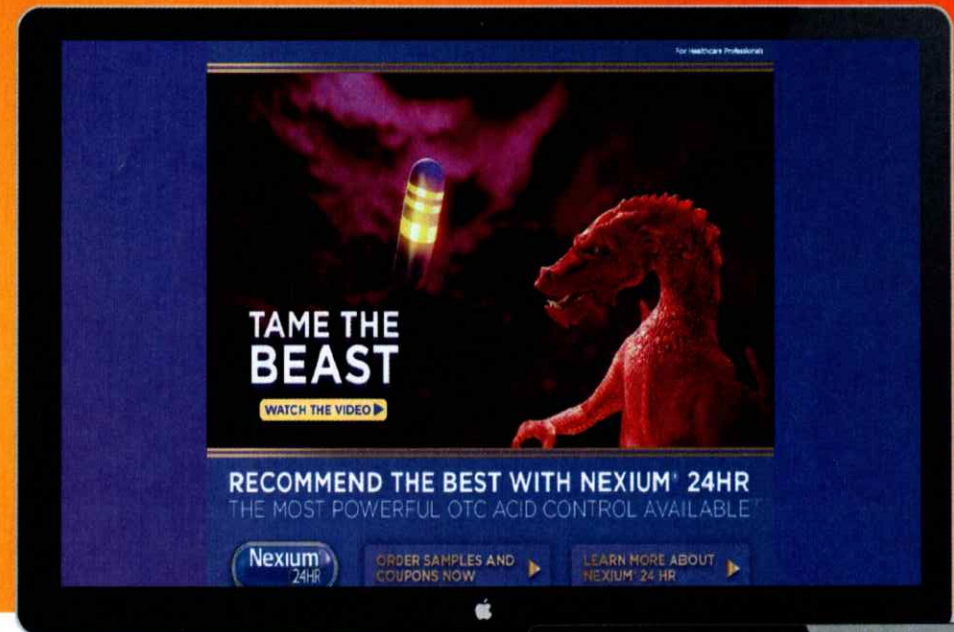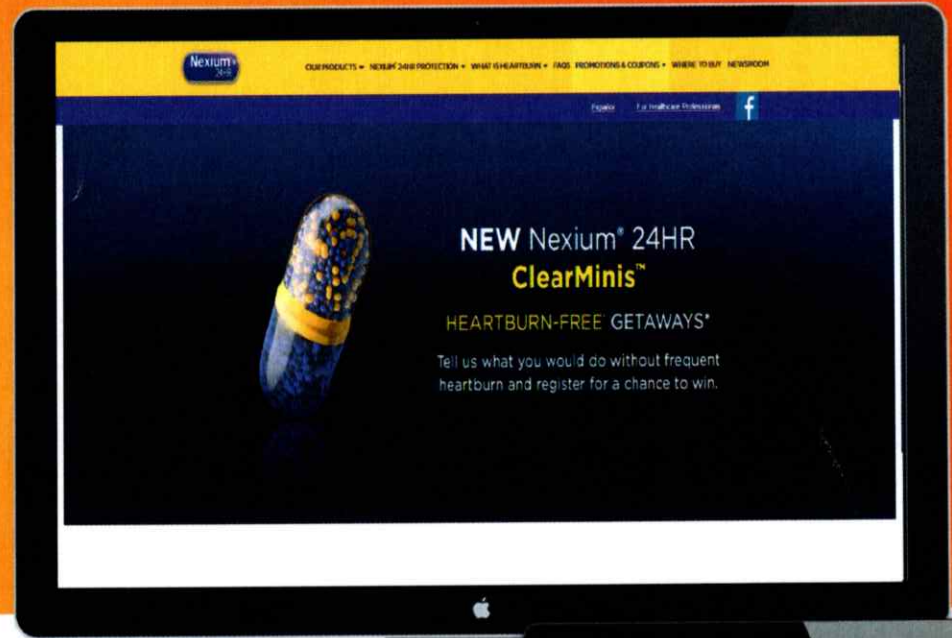
Features Include:
- First Drupal 8 site pilot to go live
- Teaser and Full length video hosted on Brightcove
- Ominture and Google analytics enabled
- Video play complete percentage record
- Endframe CTA to Nexium24 ordering site

BT Digital CoE Lead: Namita Mittal
BT Business Partner: Daniel Morrissey
Markets: North America
URL: www.tametheacidbeast.com

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Nexium24hr Clear Minis

Creation of a new page for "Heartburn Free Gateaways" for customer engagement which gives users a chance to win a trip and also gives options to download coupon
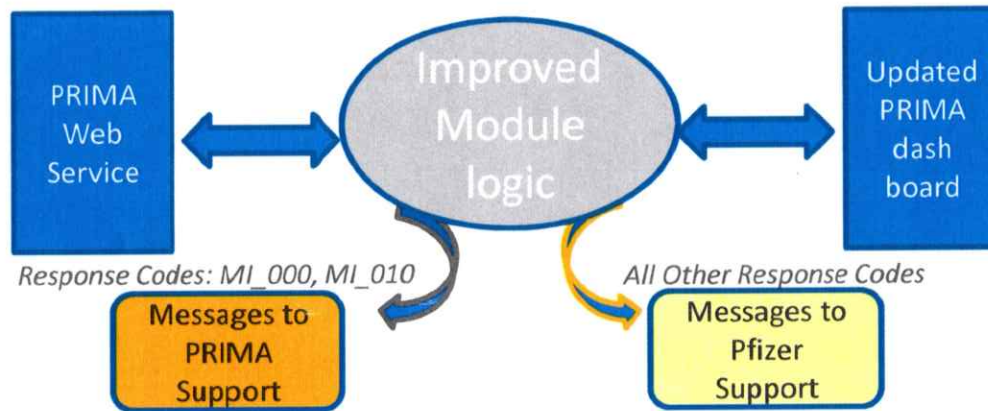
Features Include:
- HUB Integration
- Social media sharing

BT Digital CoE Lead: Namita MIttal
BT Business Partner: Daniel Morrissey
Markets: AMER
URL:https://www.nexium24hr.com/us

PRIMA Module upgrade project

This project is an enhancement of the PRIMA interface that has more complete error checking and reporting over the legacy module. This effort was need to address past interface complications that were discovered.
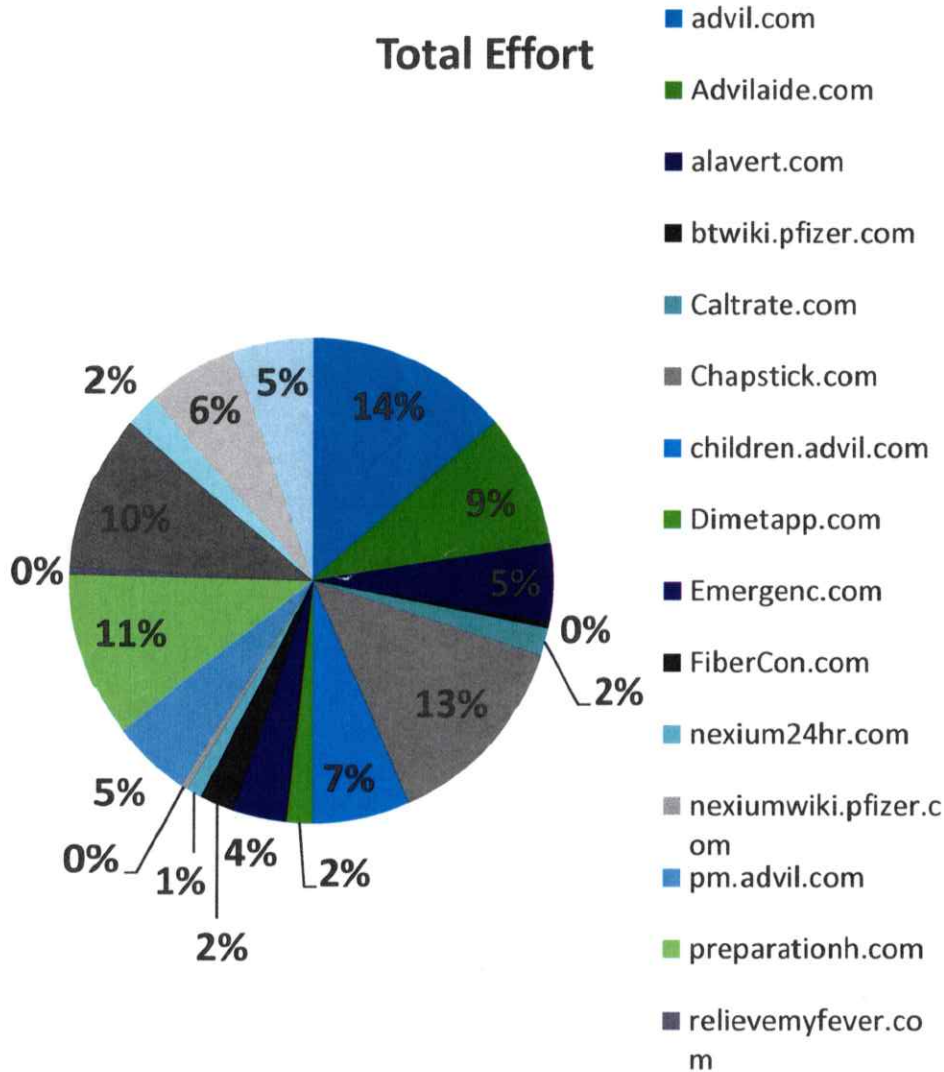

Live Sites	Pending Websites
1. Advil	1. Robitussin
2. PM Advil	
3. Respiratory Advil	
4. Children's Advil	
5. EmergenC	
6. Thermacare	
7. PrepH	

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Current Project List

SR #	SR Description	Current Status	Team	Cost
156606	EmergenC New Prods - Phase2	Re-work	TCS	6,500
146451	Coupon Portal	UAT	FFW	40,370
156801	Coupon Portal - CR	UAT	FFW	2,800
	Coupon Portal SEO	Analysis		250
152346	PRIMA Legacy Module upgrade	Devel	TCS	46,000
154911	Innovation Play Book dev	UAT	ITT	14,740
156856	Centrum Prods Beauty and Omega	Devel	TCS	5,000
	Robitussin PR Landing Pages	Analysis	TCS	
156501	Conference Registration Microsite	Re-work	TCS	5,500
MNTPCH	Caltrate site updates	MNTPCH	TCS	0
157486	Dimetapp Drupal8 migration	Devel	TCS	0
158196	EmergenC Dialog Direct Endor Change	Devel	TCS	7,500
158776	PrepH revised new product	New	TCS	7,500
157556	Workbench update	On Hold	TCS	15,000
157601	PRIMA add 9 New websites	Devel	TCS	54,000
158186	Centrum Phase 2 Prods updates	Analysis	TCS	7,500
158181	EmergenC Phase 3 - pop-up coupon	Analysis	TCS	7,000
158836	Advil Menstrual Pain	Analysis	TCS	6,500
158771	SJGR Product Updates + Relief Finder	Analysis	TCS	4,500

Requests Received by Type

Total Effort

Requests Breakdown

Legend:
- advil.com
- Advilaide.com
- alavert.com
- btwiki.pfizer.com
- Caltrate.com
- Chapstick.com
- children.advil.com
- Dimetapp.com
- Emergenc.com
- FiberCon.com
- nexium24hr.com
- nexiumwiki.pfizer.com
- pm.advil.com
- preparationh.com
- relievemyfever.com

Requests Breakdown legend:
- Content Only
- Code Only
- Content/Code
- Code/Config

Content Only: 36%
Code Only: 33%
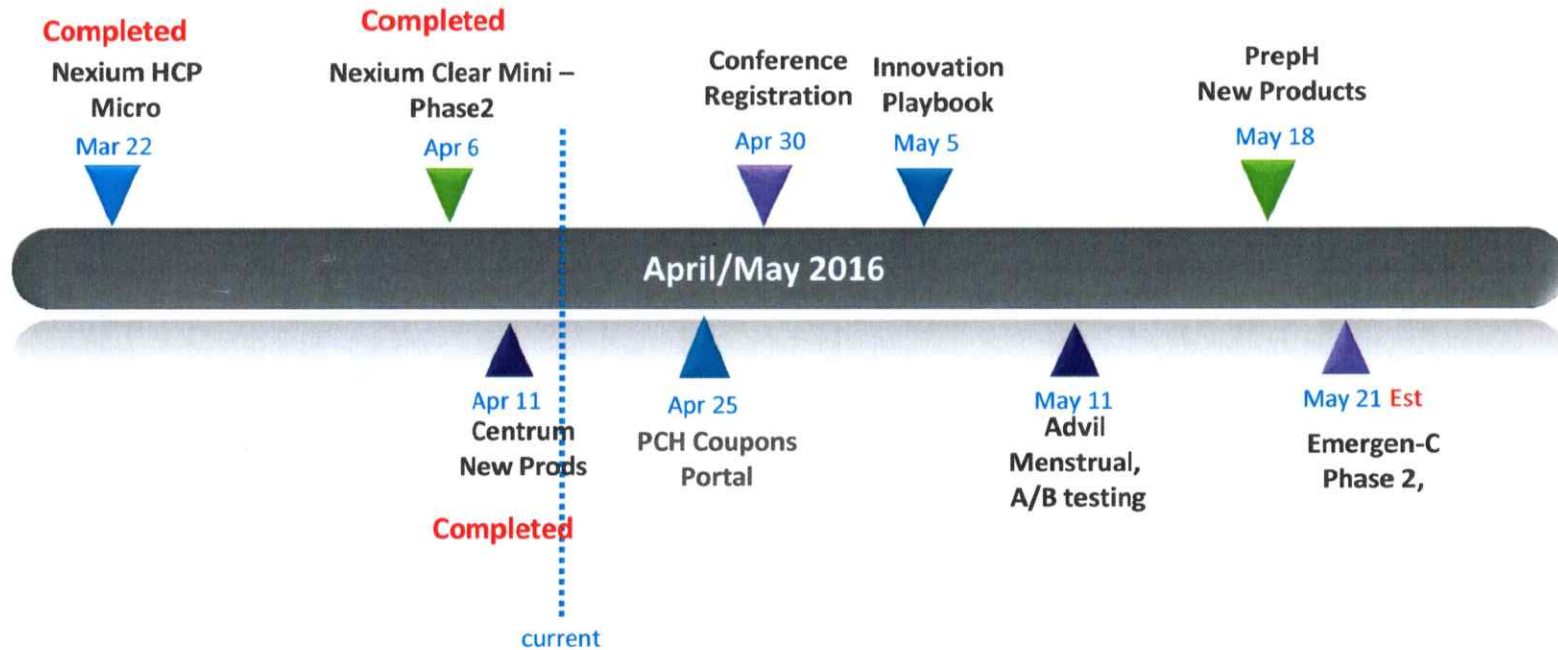Content/Code: 25%
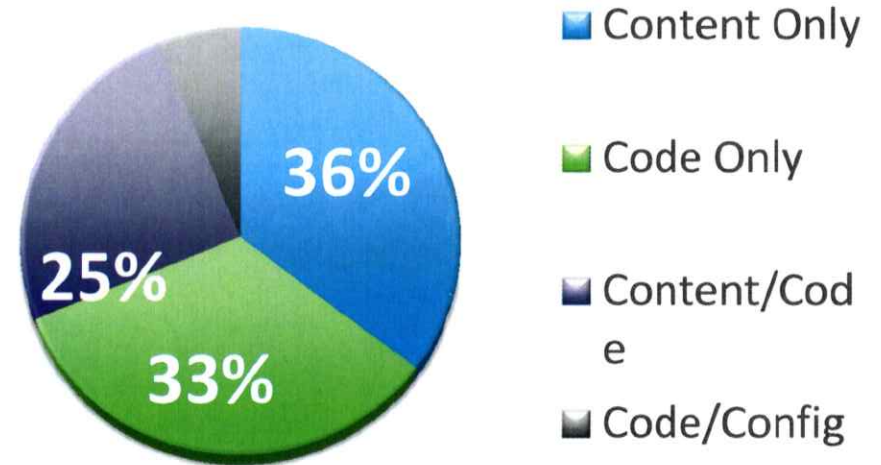
Activities Planned for April 2017

- Workbench Process Implementation
- Environment Clean Up - Ongoing
- Certifications in Drupal 8
- Web Optimization/Analytics
- Workbench – 3 sites

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Vendor Feedback

- TCS Maintenance – Team has kept all tickets flowing the new process. Our BT partners are pleased with the current results.

- TCS – Team successfully launched Nexium24hr Clear Minis Phase 2 with a new sweepstake feature. They are working on multiple projects currently that have hard deadlines with positive results.

- FFW – PCH Coupons portal is in UAT, worked through integration challenges with multiple vendors.

- ITT – Launched the Nexium HCP micro site: TameTheAcidBeast.com. In addition, this team is working on the Innovation Playbook that went thought UAT and has a few new functional enhancement requests not scoped.

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Release Planning April / May 2017)

- Shows potential deployment dates for April /May with consolidated deliverables

Completed
Nexium HCP
Micro
Mar 22

Completed
Nexium Clear Mini –
Phase2
Apr 6

Conference
Registration
Apr 30

Innovation
Playbook
May 5

PrepH
New Products
May 18

April/May 2016

current

Apr 11
Centrum
New Prods

Completed

Apr 25
PCH Coupons
Portal

May 11
Advil
Menstrual,
A/B testing

May 21 Est
Emergen-C
Phase 2,

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Concerns/Questions?