TATA CONSULTANCY SERVICES

Experience certainty.

TCS Digital Marketing Portfolio
Q3 Service Review

July-August 2018

01 **Drupal 8**	TCS readiness | Drupal Europe | D8 Themes	45 mins
02 **Quality**	Quality of deliverables	10 mins
03 **Projects and Maintenance Status**	Key Project Launches and other details	20 mins
04 **Voice of Customer**	Testimonials | QnA	15 mins

Drupal 8 – Precursor

Object-oriented code
Last updated on 19 August 2018

Drupal follows common PHP conventions for **object-oriented code**, and established industry best practices

Drupal.org - Reference Link

Introduction to Drupal 8 Object-Oriented Concepts

Understanding **Object-Oriented Programming (OOP) has become really critical in Drupal 8**. OOP adds benefits such as code reuse and encapsulation, allowing users to build better maintainable and structured code.
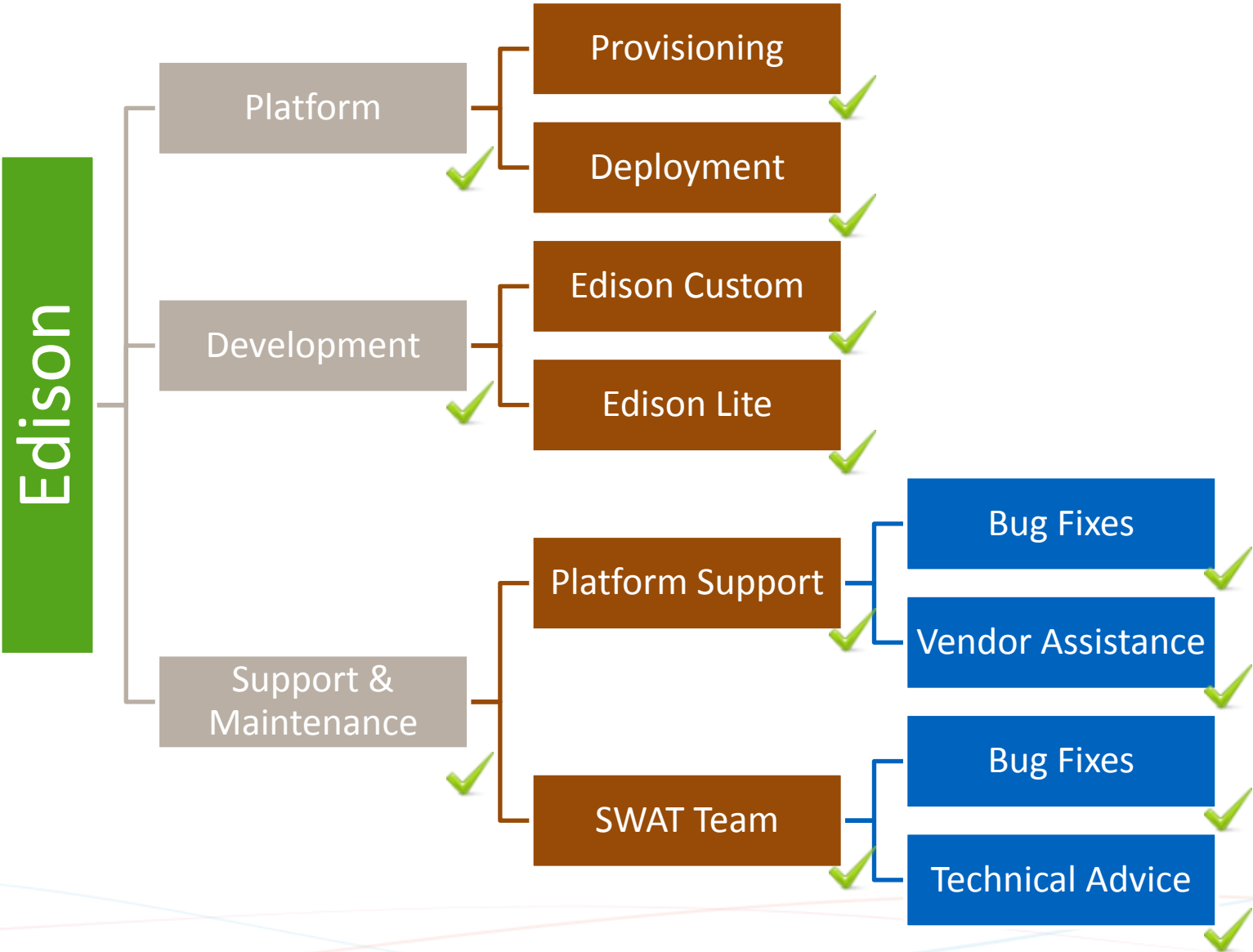
acquia.com - Reference Link

Drupal 8
OOP at its core

What do we have ?

TCS – OOP certified associates

1

TCS: **90,000 +**

2

Life Sciences: **6,000+**

3

Pfizer: **40+**

Drupal Associates

29 Drupal 8 Certified Associates

Most trainees inducted with OOP skills

Drupal 8 @ Pfizer

Drupal 8 Highlights

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Successful Edison Projects

✓ Microservice for Digital Wallet launched in production — **1**

✓ Templates rolled out - PCH US, Canada — **2**

✓ Template based websites launched in production — **5**

✓ Template based websites in UAT — **2**

✓ Templates based website in Development — **1**

7 D8 applications deployed live

4 Number of modules contributed to the community & Pfizer

25 Number of patches contributed to the community (yearly)

2 Number of modules contributed to the platform

6 Number of platform upgrades handled successfully

5 Average number of engineering review comments per website

More info on - https://www.drupal.org/node/2169569/issue-credits

Working on a POC for Microservices based approach

Drupal 8 - exemplified

Dinesh Waghmare

Solution Architect
Tata Consultancy Services

🐦 @dineshweb3

Drupal Europe
Darmstadt, Germany
10 - 14 September 2018

Arihant Chhajed

Cloud and AI Engineer
Tata Consultancy Services
🐦 @arihantchhajed

Shafi Khan

UI/UX Lead
Tata Consultancy Services
🐦 @Sk123Khan

Rajan Konar

Frontend Developer
Tata Consultancy Services
🐦 @rajankonar

Title of Session: Drupal 8, Services and Decoupling Patterns

URL of Session: URL: https://www.drupaleurope.org/session/drupal-8-services-and-decoupling-patterns

About Session: Session focus on using Drupal 8 as REST based Content API Portal to achieve different integration and decoupling patterns based on proven decision path for Marketing and Content Editorial requirements. Dinesh had present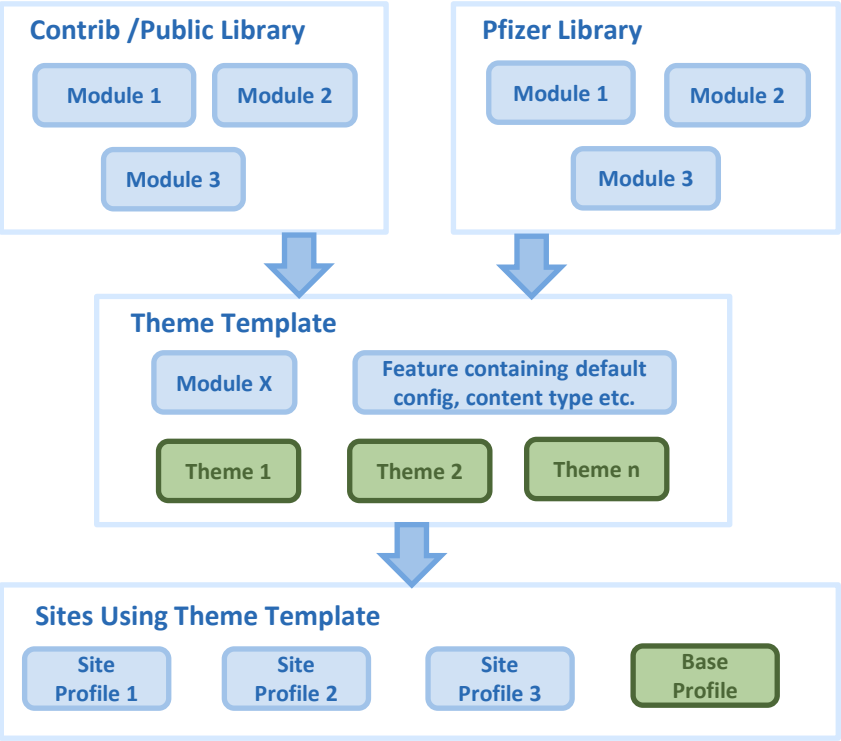ed a beta version of same session in Drupal Camp Mumbai (http://2018.drupalmumbai.org/session/drupal-8-and-decoupling-patterns)
Drupal Europe Sessions List: https://www.drupaleurope.org/program/sessions

Drupal 8 – exemplified ...*Demo*

Alexa Mobile APP

Alexa NLU Engine

1   4

2

3

Drupal™ 8

Drupal CMS

User

AWS Lambda Function

Alexa Device

JSON Documents

Alexa Yoga App Communication Diagram

Drupal 8 + Alexa Demo Video on Youtube : Yoga Asana Listing and Details

https://goo.gl/LDkiCb

Generic Edison Custom (D8) Theme

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Contrib /Public Library
- Module 1
- Module 2
- Module 3

Pfizer Library
- Module 1
- Module 2
- Module 3

Theme Template
- Module X
- Feature containing default config, content type etc.
- Theme 1
- Theme 2
- Theme n

Sites Using Theme Template
- Site Profile 1
- Site Profile 2
- Site Profile 3
- Base Profile

Site Build Workflow

Create a new site cloning the base profile and installing it → **Enable the required theme as provided by Template Library** → **Enable the Feature for installing default site configs, content type etc.**

Test the site and its done! ← **Create site contents like, blocks, pages, menus etc. to dress up the site.** ← **Customize the theme as necessary, change header, footer or logo images.**

AT A GLANCE

 # YTD Web Development Projects

118

- US — 91
- LATAM — 5
- EU / UK — 8
- Canada — 13
- APAC — 1
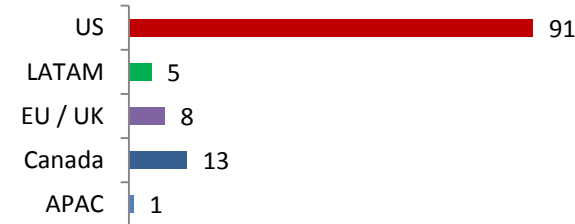
 # YTD Content Development Projects

168

- US — 82
- LATAM — 5
- EU / AFME — 52
- Canada — 28
- APAC — 1
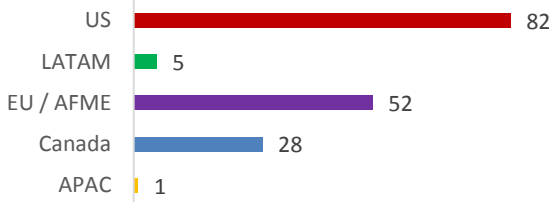
 # YTD Maintenance Requests

629

- US — 241
- EU — 265
- APAC — 123

27 — Epsilon
170 — CF Migration
318 — A&P Remediation

22 Portal Lite
14 eDetails
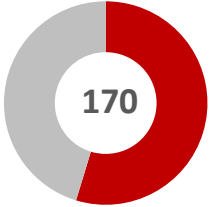**132** Advanced Portal
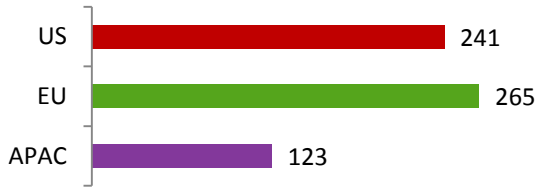
12 | New Ideas

10 | Drupal 8 Applications

21 PEH Templates
13 Hospira Websites
5 EU External sites Migration

52 Drupal
10 SFDC Mule Certifications

Quality April - Aug

Test cases Count

UAT Count

- Content — 7%
- Functional — 14%
- Metatags -Links — 5%
- Requirement/Asset Update — 18%
- UI - Alignment — 20%
- UI - Layout — 18%
- UI - Mobile — 7%
- Font-Images — 4%
- Animation- Videos — 2%
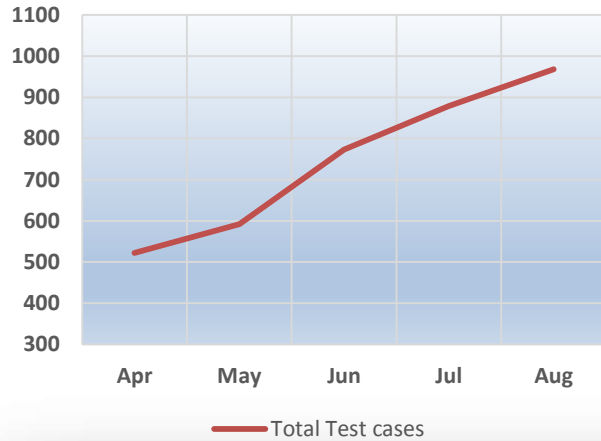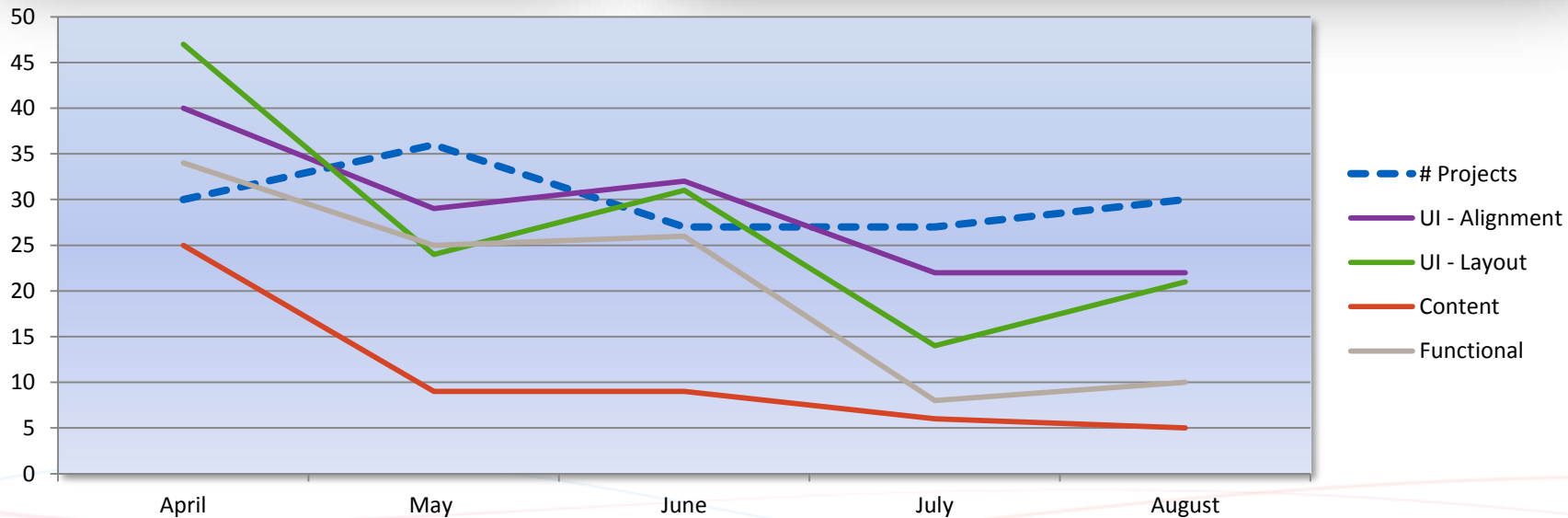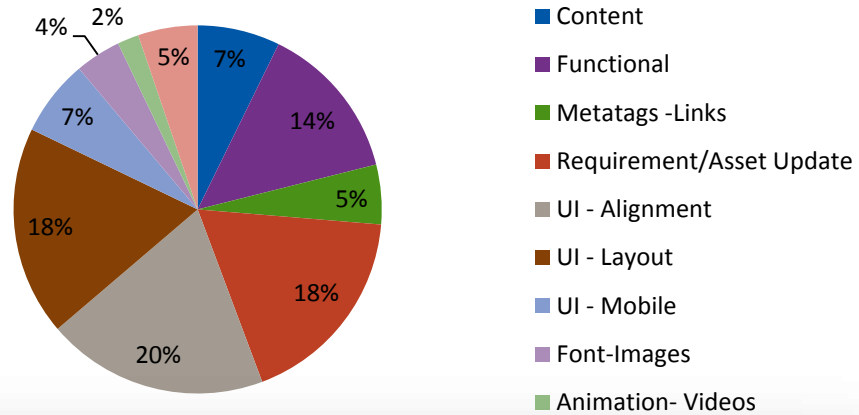
❖ In-house UI tools (Selenium)

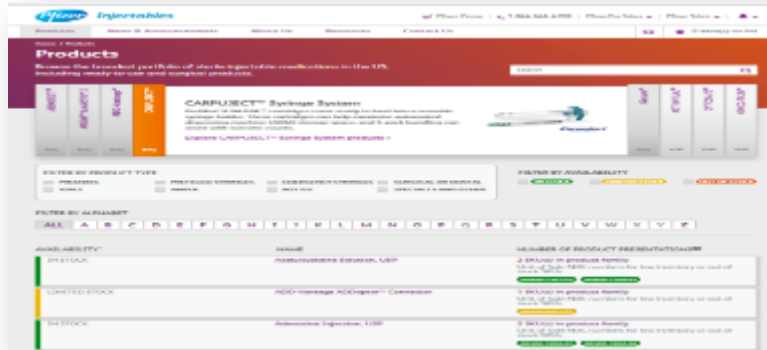 ➢ UI comparison along smart compare

❖ Site sanity (ScreemingFrog)

 ➢ Broken links

 ➢ Meta Tags

 ➢ Alt text

❖ Content Compare (Meld)

Chart legend:
- # Projects
- UI - Alignment
- UI - Layout
- Content
- Functional

Key Project Launches

Pfizerinjectables.com 3.0 update
- Enriched UI with mobile responsive design
- Availability import integration & Dynamic products catalog generation
- User login, products cart and customized product catalog features

Canada Coupon Portal – Contest Launch
- Gethealthysavings.ca Contest launch
- Contest and Janrain data export features
- Reusable contest module with capability to accommodate future contests
- Expedited launch

US PCH Template
- 3 websites live on the US PCH template (D8 platform)
- Creative assets development by TCS UX team
- PRIMA integration, Store locator features

CA PCH Template
- 2 websites live on the CA PCH template (D8 platform)
- Redesigned website with new look and feel
- Template and component based design for efficient enhancements/maintenance

Thermacare Redesign
- Enriched UI and User experience with new product addition
- Mobile responsive design
- PRIMA integration
- Power Reviews Integration for product reviews and ratings

Chatbot - US Coupon Portal
- First chatbot to go live in collaboration with GBI team
- API based integration with the chatbot

Large Program Status – In Progress

A&P Scan Remediation		Overall Status ●			
Scope	●	Schedule	●	Cost	●

To remediate the issues identified by the security team as a result of A&P testing for approximately 318 sites

2nd Aug	28th Aug
Remediation approved by GIS – 298 Pending approval by GIS – 6	Remediation approved by GIS – 312 Pending confirmation by SCO – 6

Risk, Dependencies, Escalations
- ❖ Dependency on SCO for confirmation on captcha implementation.
- ❖ Dependency on Engineering for Pfizer Honey Pot module compatible for D8 sites.

Cloudflare Migration		Overall Status ●			
Scope	●	Schedule	●	Cost	●

178 Phase 1 and 150 Phase 2 sites which include activities like enabling SmartSuite (Phase 1) and upgrading platform, fixing PI issues and upgrading PHP version from 5.6 to 7.1. (Phase 2)

2nd Aug	28th Aug
Phase 1 MTP Done – 78 Phase 2 MTP Done – 70	Phase 1 MTP Done – 95 Phase 2 MTP Done – 86

Risk, Dependencies, Escalations
- ❖ **Availability of sites for CF activity due to ongoing enhancements/ maintenance/ other initiatives is a big blocker.**

Secure User Login Remediation		Overall Status ●			
Scope	●	Schedule	●	Cost	●

The intent of this project is to block the login capability (/user) along with media module and Drupal core version update for 66 Custom Drupal websites

2nd Aug	28th Aug
MTP Done – 55 WIP – 5	All in-scope sites completed

Risk, Dependencies, Escalations
- ❖ **None**

Large Program Status - Completed

GDPR			Overall Status ●		
Scope	●	**Schedule**	●	**Cost**	●

To implement cookies and revised privacy policies across 110 site factory sites of EU region to make them compliant with the GDPR norms.. Extension received to make cosmetic changes to approximately 30 site factory websites along with QA for approximately 295 GDPR websites (custom + site factory)

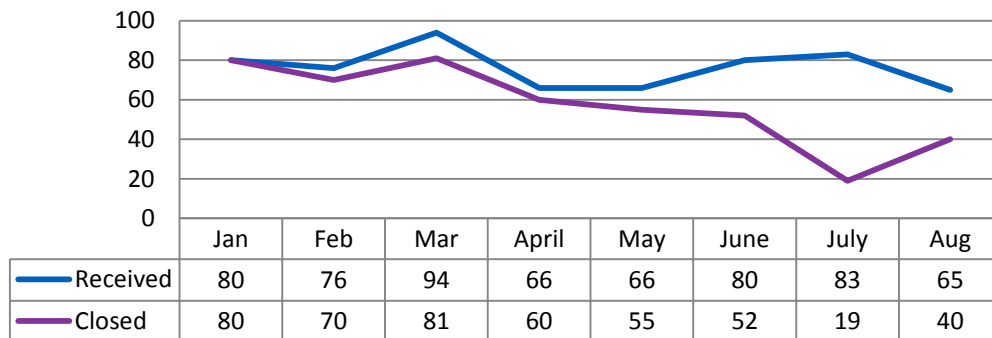| 28th June	31st July
MTP Done – 117 WIP – 17 QA completed - 220	Successfully completed all the inscope sites. Program wound up in first week of July 2018

Risk, Dependencies, Escalations
None

Epsilon Harmony			Overall Status ●		
Scope	●	**Schedule**	●	**Cost**	●

Epsilon is moving to a new Harmony API from old DREAM API for emails.
This mandates changes to 29 websites (Primarily PEH Websites)

28th June	31st July
MTP Done – 27 Descoped – 1 Pending with Epsilon – 1	Successfully completed all the inscope sites. Program wound up in first week of July 2018

Risk, Dependencies, Escalations
None

Global Maintenance and Content Development

Global Maintenance

MONTH OF AUG			TO DATE	
65 RECEIVED	**40** CLOSED	**25** ACTIVE	**629** RECEIVED	**465** CLOSED

Global Maintenance Tickets

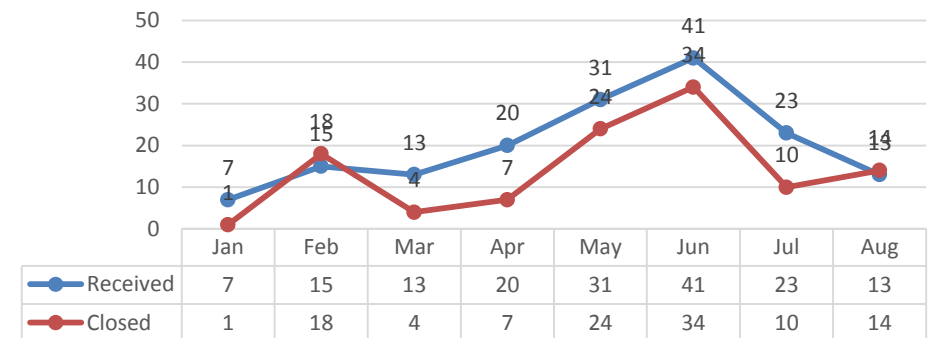|	Jan	Feb	Mar	April	May	June	July	Aug
Received	80	76	94	66	66	80	83	65
Closed	80	70	81	60	55	52	19	40

HIGHLIGHTS & ACHIEVEMENTS

- Successfully launched 3 campaigns on Caltrate, Centrum and Advil websites.
- Community contribution – "Calendar Multi Select" and "Login Form Configure" modules contributed to Drupal.org

Content Development

MONTH OF AUGUST		TO DATE	
13 RECEIVED	**14** CLOSED	**163** RECEIVED	**112** CLOSED

HCP Content Requests

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Received	7	15	13	20	31	41	23	13
Closed	1	18	4	7	24	34	10	14

HIGHLIGHTS & ACHIEVEMENTS

- Successfully deployed 5 LOE Canada brands to production with zero defects
- 3 Enhances portal Lite launches made successfully
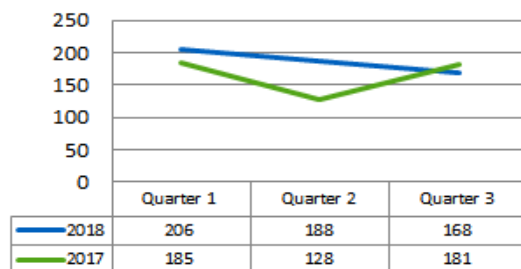- US Actinium project is closed and all the microsites are live

PCH-Corporate Maintenance and Support

PCH

MONTH OF AUGUST
71 RECEIVED **72** CLOSED **83** ACTIVE

TO DATE
560 RECEIVED **440** CLOSED

Quarterly Received Trend

	Quarter 1	Quarter 2	Quarter 3
2018	206	188	168
2017	185	128	181

5 Month Bug Fix Trend

	Quarter 1	Quarter 2	Quarter 3
2018	12	16	7
2017	13	19	18
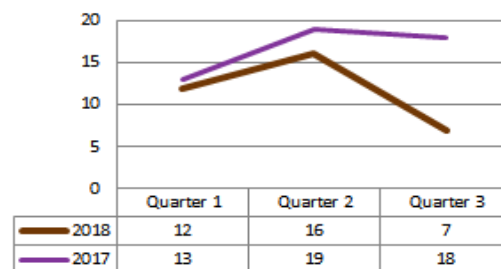
HIGHLIGHTS & ACHIEVEMENTS

- Completed SEO Audit of 16 sites
- Implemented back end SEO fixes on 11 sites.
- Maintenance team CF activities for Alaer.com, Pfizersolutions.com Robitussin.com and Gethealthysavings.ca – in progress
- CMBD Cleanup on 53 sites.
- Documentation of R&D/Medical sites complete
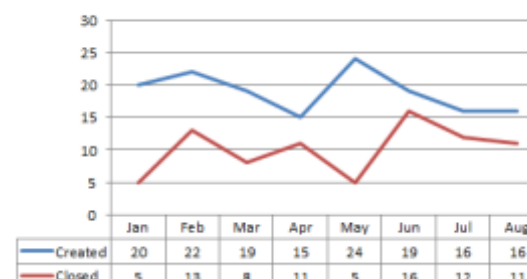- Google Lighthouse recommendations analysis in progress for pilot sites

CORPORATE
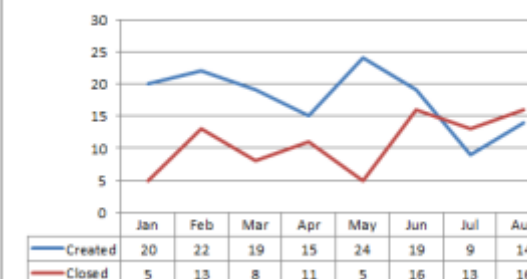
MONTH OF August
30 RECEIVED **27** CLOSED

TO DATE
293 RECEIVED **168** CLOSED

Corporate Tickets - 2018

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Created	20	22	19	15	24	19	16	16
Closed	5	13	8	11	5	16	12	11

Corporate Bugs - 2018

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Created	20	22	19	15	24	19	9	14
Closed	5	13	8	11	5	16	13	16

HIGHLIGHTS & ACHIEVEMENTS

- Received appreciation from Greg and Jodi for the site compliancemobile.pfizer.com
- Successfully deployed 11 maintenance requests in August 2018.
- No compliance issues in 2018 to date
- Reduced number deployments in Pfizer.com to 2 in a month
- Less bugs received for Pfizer.com in Month of August

Analytics Highlights

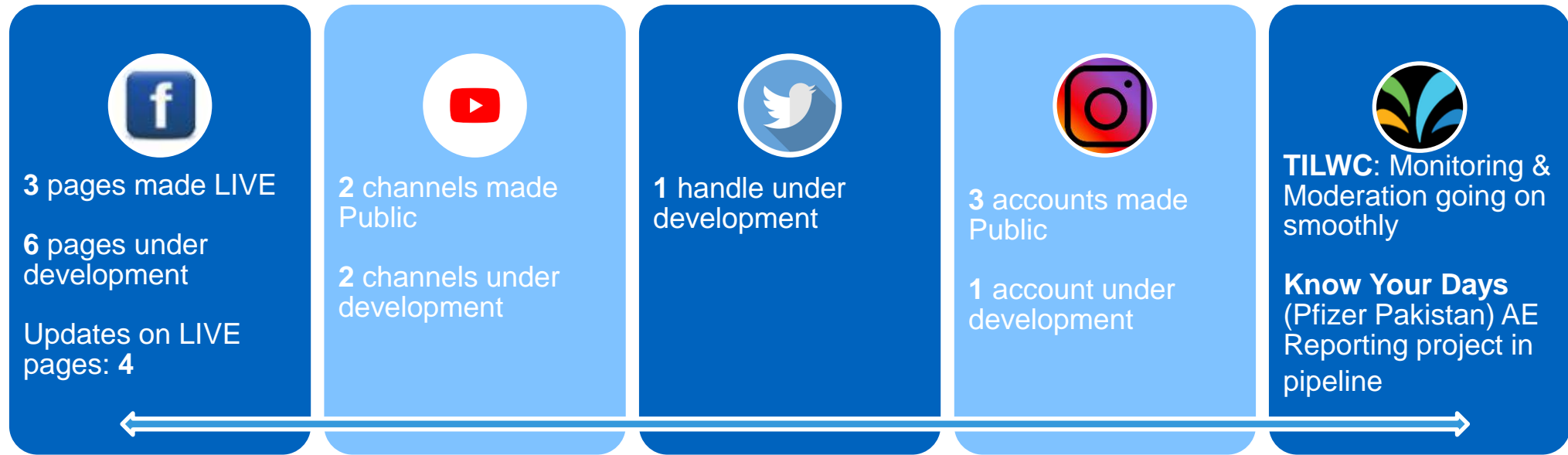| Analytics-related Initiatives			
Self-service requests	**Solution designs**	**QA Completed**	**Dashboard UAT**
73	12	21	5

Key Initiatives

Completed Initiatives:
- Completed 73 self service requests, created 12 solution design documents, performed 21 QA efforts for implementation.
- Released s_code in dev environment with multiple fixes for and new functionalities for GRV form in HCP framework along with AppMeasurement library version 2.9 for consumer and internal framework
- Completed data extraction project for 150+ websites with help of reporting API
- No SLA missed in the quarter of July-Sept'18 till date

Ongoing Initiatives
- Preparing for Adobe AppMeasurement library version 2.9 s_code release for HCP framework
- Creation of Process Diagrams for Implementation of Analytics for Mobile Application is in progress
- Creation of Analytics Environment Architectural diagrams is in progress
- Evaluating Adobe LAUNCH Tag Management system

Social Media Services: Highlights Q3 July – Aug '18

3 pages made LIVE

6 pages under development

Updates on LIVE pages: **4**

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2 channels made Public

2 channels under development

---

1 handle under development

---

3 accounts made Public

1 account under development

TILWC: Monitoring & Moderation going on smoothly

Know Your Days (Pfizer Pakistan) AE Reporting project in pipeline

Highlights

- **9** Social Support Tickets resolved successfully
- **Daily Monitoring:** Revamped the monthly report to include additional metrics providing insights into campaign effectiveness and user engagement. Written a rule in rule engine to auto-tag sentiments on all inbound messages. Will keep on tracking the tags and update the keywords lists accordingly to make the rule more robust and concrete over time.
- Liaisoned with the agency and Sprinklr teams to be able to **pull Instagram dark posts into Sprinklr**; monitoring these posts via the tool dramatically reduced the errors in native monitoring and also paved the way for effective central reporting to be consumed by the Pfizer management.
- **Domain verification**: Got **37** domains verified in FB to avoid use of links in page posts.
- **FB and YT Audit**: Successfully completed the audit with more than 90 per cent response ration from channel owners regarding updating accesses and other relevant information.
- **Dummy accounts**: Creating FB and Instagram dummy accounts to test the sharing matrix for Eucrisa. Once this is set and successful, the same process can be replicated for other branded Instagram accounts in the future.

Voice Of Customer

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Pfizerinjectables.com 3.0 Launch

Anjum Abbasi (Business Owner)
"Thank you everyone for making this happen!"

Budiono Pusposuharto (Agency):
"Great news! The site looks good. "

Rick Urena
"Fantastic news. It really Looks great.
Thanks everyone for the help on this!"

5 LOE Brand Launches for Canada HCP Portal

We can confirm that post successful go-live of the 5 LOE brands (with zero defect in production), we have also incorporated all the 'new scope / change requests' that we received after go-live and all of them have also been successfully updated in production.

Thanks to everyone.

Arup Banerjee | Digital Channel Enablement (DCE) Operations, Canada

Kudos

Thermacare.com Launch

Patrick (Thermacare brand team):
"Thanks again to you, BT, and the rest of the team for hitting the 7/5 go live date! The website looks great"

Chrishan (Consumer Engagement team):
"Big thanks to you, the rest of the Tribal team, Paul and his team for getting us to the go live date! Huge step forward for ThermaCare and very pleased"

US PCH Template Website Launch

Awesome Mayur!
Thanks again also for all the hard work yourself and the team have put in in this effort. We've had some unique hurdles managing the 5 brands with limited resources. While these are our 'heritage' brands, the transformation we are doing is of great impact. Your patience and ability to improvise have not gone unnoticed and are incredibly appreciated!

Laura Karig | Client partner US PCH

Thank You