

October 2020

publicis
sapient

BIO's Digital Transformation –
Connect. Unify. Empower.

Acquia Engage





Agenda

At the broadest level, here's what you'll learn about BIO's Digital Transformation:

- What did the BIO Digital Transformation encompass?
- What key decisions went into this DXP platform?
- What was the organizational impact?
- How was it done?
- What lessons did we learn?
- How was BIO able to accelerate digital product releases on the DXP despite the COVID-19 pandemic?

Today's Speakers



Joe Hansen

Managing Director, Digital
Communications & Branding, BIO



Joe Hansen is the Managing Director of Digital Communications and Branding for the Biotechnology Innovation Organization (BIO), overseeing all digital and social media properties, along with BIO's new branding campaign, I Am BIO. Before joining BIO, Joe spent nearly three years with the National Cattlemen's Beef Association as Director of Issues Response. Joe holds a Master's degree in crisis and emergency management from Florida Atlantic University in Boca Raton, FL, and a Bachelor's degree in marketing and management from Bryant University in Smithfield, RI.



Johnny Nguyen

Solutions Architect, Publicis Sapient



Johnny Nguyen is a Senior Manager of Technology in Publicis Sapient's (PS) Arlington office. He joined PS in 2013 and has served on over 32 projects that encompassed the full software development lifecycle, primarily with Drupal, his technology of choice. He has gained valuable experience in designing and implementing large-scale Drupal enterprise applications for on-premise and cloud-based solutions. Since 2016, the Acquia Cloud Platform has been a mainstay in the solutions he oversees. He's implemented both traditional standalone Drupal and decoupled Drupal architectures on the Acquia cloud for mission critical performance, security and operational support.



Yijun Zhang

Drupal Architect & Acquia Certified
Drupal 8 Grand Master, Publicis
Sapient



Yijun Zhang is a full-stack Platform Specialist and Solution Architect in Publicis Sapient. She got Acquia Certified Drupal 8 Grand Master credentials in 2017, which was one of first 20th in US. She also led and coached her team to become the first Acquia Qualified Delivery Team in Publicis worldwide. She has proven experience on utilizing variety of technologies and creative CMS solutions to solve complex business problems across various domains. By abstracting common reusable patterns and best practices across different projects, she created novel Low-Code Drupal accelerators that have expedited the application development process, improved delivery qualities and reduced development resources significantly. She holds successful track records in delivering the highest quality products under challenging time frames and limited resources.

Publicis Sapient Knows Drupal

We are an Acquia Global Select Partner

We integrate Drupal with mission critical enterprise systems such as search, single sign-on, and financial systems—as well as essential 3rd-party SaaS platforms such as Salesforce, Marketo, Google Analytics, Adobe and Omniture.

- Publicis Sapient ranks 25th of 1585 companies as one of the top contributors to Drupal 8 Core
- Sapient supports 30+ contributed modules on Drupal.org

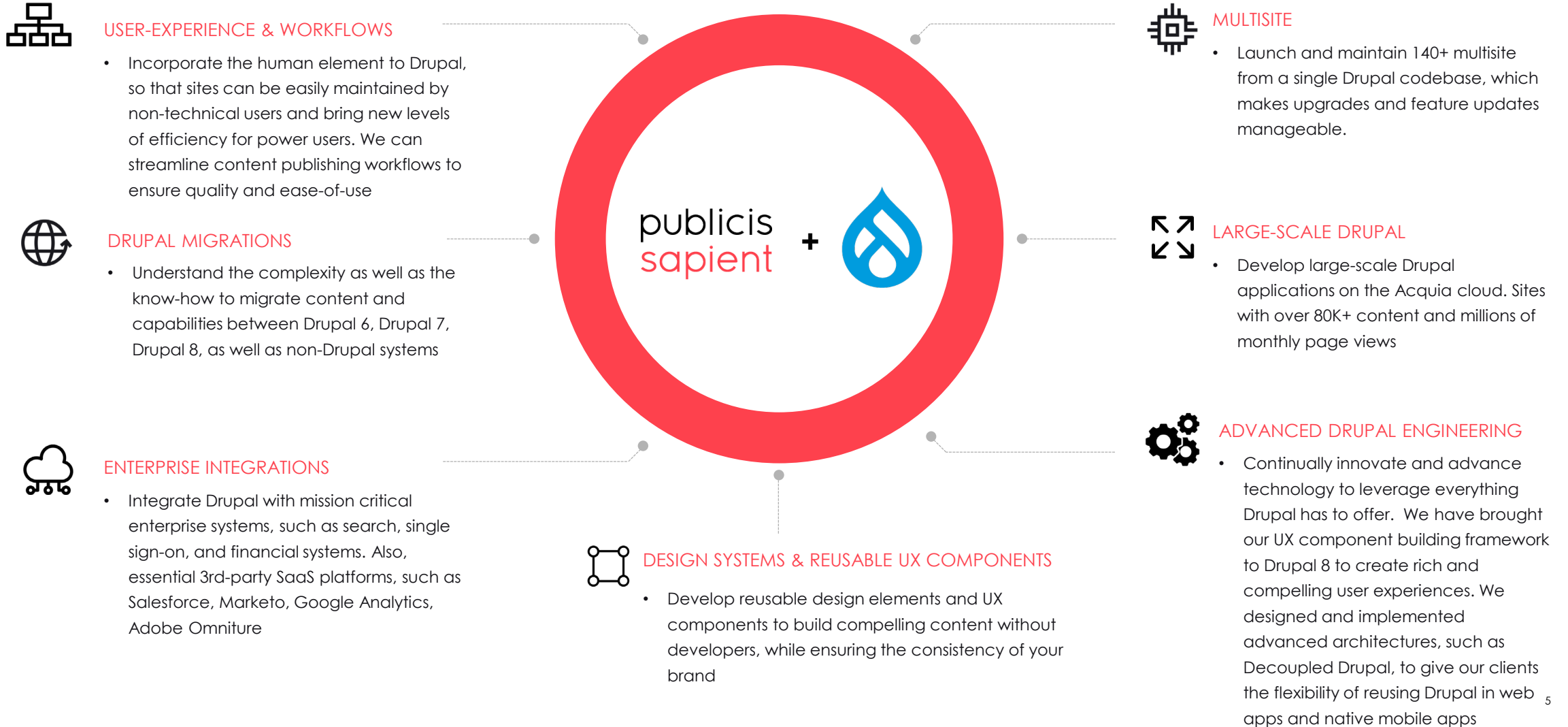
We have been a Strategic Partner with Acquia since 2013, giving us access to beta releases and product roadmap features.

Our practice has received the Acquia Qualified Delivery Team designation, a coveted designation for ensuring that digital agencies and Acquia Partners meet a standard level of proficiency, domain knowledge, and best practices in implementing Drupal solutions. This is Acquia's highest status for delivery capabilities.

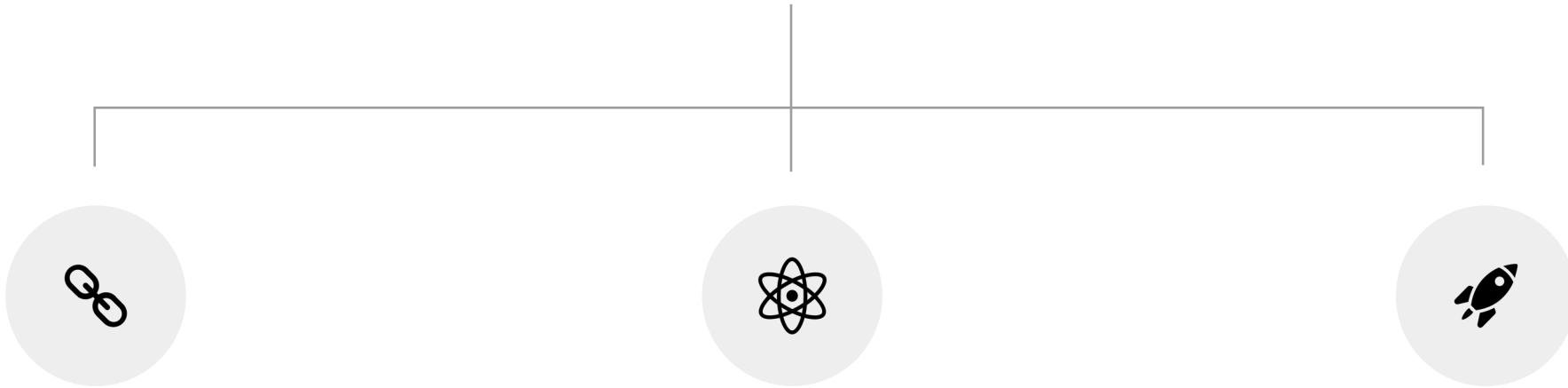
A PROVEN DRUPAL LEADER

190 ⁺ Drupal Implementations	100 ⁺ Drupal 8 Developers
40 ⁺ Drupal Certified Developers	5 Acquia Grandmasters
1 Drupal 9 Certified Developer	
5 Acquia Qualified Delivery Teams	

Along the way, we have learned to excel at the following:



Three core principles define BIO's Vision



CONNECT

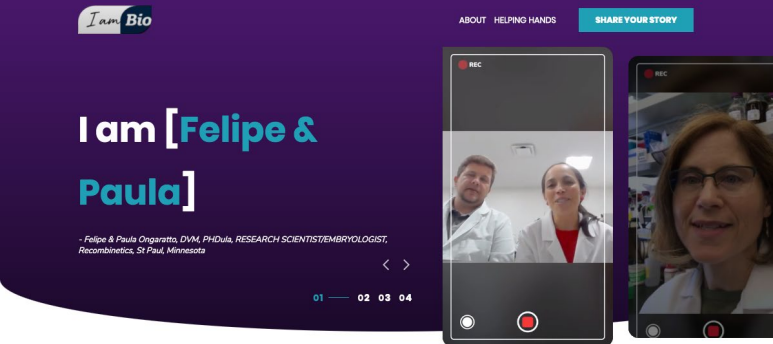
Power the content experience through integrations with existing data within these key platforms: Salesforce, Hubb.me, iNova Software, MapYourShow, as well as external content via embed codes.

UNIFY

Maintain consistency across BIO brands, events, channels and devices. Control the experience, while delivering on customer needs

EMPOWER

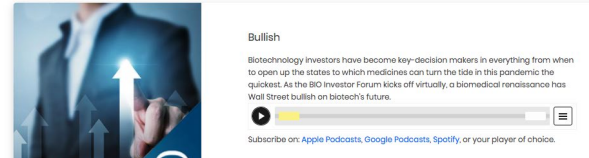
Platform that is usable by anyone in the organization, scalable & responsive and serves experience and content seamlessly over any preferred device or channel



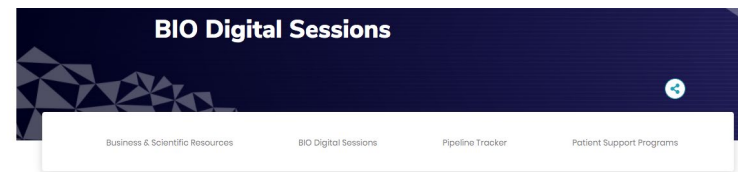
I AM BIO Campaign



Latest Episode: Bullish



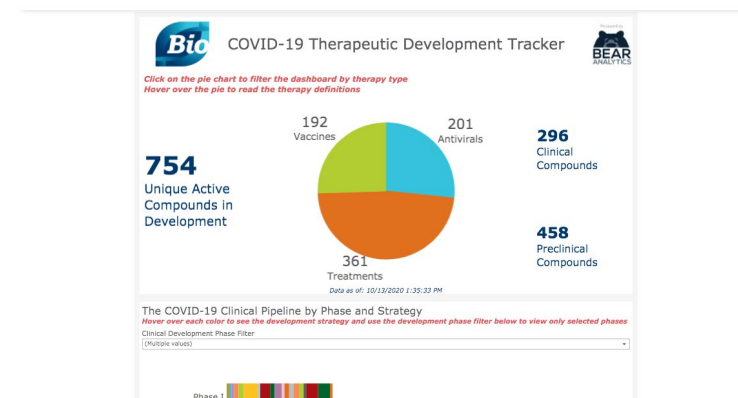
I AM BIO Podcast



BIO Digital – Virtual Conference



Coronavirus Resource Center

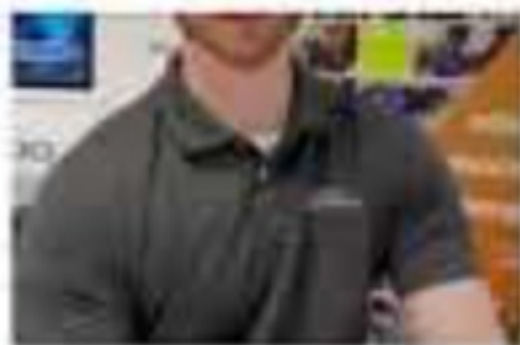


COVID-19 Therapeutic Development Tracker

Accelerating During the Pandemic

Amid the Coronavirus (COVID-19) pandemic, BIO harnessed the flexibility and agility of Drupal platform to adapt old ways of working and to launch these new digital products & resources

As always, Acquia Cloud provided the reliability, security, performance, and operational support to ensure 100% availability.



"In Puerto Rico, our climate is perfect for farming. With biotechnology, we can develop crops that can resist droughts, heat and pests."

Isabella Barrios
Student





Atomic Component
Toolkit (ACT) Content
Authoring

Events

Content Strategy

Mobile Responsive
Design

Multisite

Design System

Search

Data Integrations

SEO

Content Migration



Cloud Platform



Event Marketers, Program
Teams, Content Contributors



Member Support



Site Admin

I am [Felipe & Paula]

- Felipe & Paula D'Agostino, DVM, PhD, RESEARCH
SCIENTIST/EMENDOLOGIST, Alacombiotics, St Paul, Minnesota



01 — 02 03 04



STANDARD ACCESS

DEMO

ACT Content Authoring

Manage

Shortcuts

Devel

Dashboard

Content

Structure

Appearance

Extend

Configuration

People

Reports

Help

Nguyen

Home » Node

Title *

Home

General Sitemap *

Home

Sections

Promo

Media

Taxonomy

CONTENT SECTIONS

Show row weights

Edit all

General Section Pane

Home - How Do I?

Edit

Widget Pane

One Column

Event - Featured Events

Edit

Widget Pane

One Column

Become a BIO Member

Edit

Widget Pane

Layout *

One Column

Pane Styles

Region Width: 80 %

Collapse

WIDGET ITEMS

Media Side Card

Edit

Add UI Component

to Widget Items

CONTAINER PROPERTIES

Published

Last saved: 09/02/2020 - 12:47

Author: admin

☒ Create new revision

Revision log message

Briefly describe the changes you have made.

META TAG

URL REDIRECTS

XML SITEMAP

URL ALIAS

☐ Generate automatic URL alias

Uncheck this to create a custom alias below. [Configure URL alias patterns.](#)

URL alias

/home

Specify an alternative path by which this data can be accessed. For example, type "/about" when writing an about page.

AUTHORING INFORMATION

PROMOTION OPTIONS

[Policy](#)[Member](#)[News & Insights](#)[Workforce](#)[Events](#)[About](#)[How to Use](#)[SEARCH](#)

"A positive outcome of this very
challenging and painful
experience for the world is that
we may find ways to do more."
<https://tinyurl.com/9p9g>



BIO: Where Innovation Thrives



**EPA Rulemaking
Recognizes the...**

Washington, D.C. September 1
2020 - A U.S. regulatory
action

[Learn More](#)



**Moderna COVID-19
Vaccine**



thank you

Visit <https://bio.org/engage> for more information.

Chat with us at the Publicis Sapient virtual booth.