

MIS 3534 Fall 2014 – Strategic Management of Information Technology
Day 2 – Otis Elevator – Best Brief

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To progress from being one of the leading manufacturers, installers and servicers of elevators, escalators and moving walkways, Otis began restructuring its organization to become more customer oriented. Management realized that sustaining contracts with a client didn't require a quality product beyond a certain level, but having quality service. Its goal was to become known for being a top service provider, as opposed to just being known for its products. Otis would accomplish this by changing the culture of the company to one that embraced the integration of information systems and enhanced communication to increase productivity throughout the entire supply chain. With the implementation of OtisLine—which enabled global communication within the firm via LANs, WANs and the Internet—and e*Logistic—which increased collaboration between every department of the company, every level of the supply chain and every office to make collective decisions on gathered information—Otis started shifting its company's ways to fully cater to customer demands. Higher productivity rates, decreased costs and delivery times, increased collaboration, and the ability to share information instantly with anyone from any level of the supply chain were all positive results from Otis's implementation of information systems.