

MIS 3534 Spring 2015 – Strategic Management of Information Technology
Week 2 – Otis Elevator – Best Brief

Brooke Lehman

Otis Elevator is a manufacturing company of elevators, escalators and moving walkways. Otis is also a major leader, both domestic and global, within the elevator industry. However, management has decided to pursue a new strategy that includes focusing on becoming a recognized leader in service. Otis Elevators has decided to pursue this strategy because the service market is attractive due to the fact it has stable demand and high profitability. Another reason why Otis decided to shift the strategy is because service, in their experience accounts for a higher percentage of profits than new-unit sales. In order to successfully implement the service strategy, Otis needs its software to be integrated across all platforms. Programs such as OtisLine and e*Logistics support the strategy because both are designed to optimize customer service and relations. OtisLine is a platform used to respond to customer service issues within seconds, 24/7 to ensure the highest quality of customer service. E*Logistics is a program that connects all aspects of the business including sales, factory, and field operations in order to quicken the proposal process, installation, and communication with clients. Both of these programs support the new service strategy.