# TIM 50 BIS: Homework 1

# (Business Information System, Otis Case Study)

**Reading:** Laudon and Laudon, “EMIS”, Chapters 2, 3; Course Reader: Otis Elevator Case Study (Work on the homework problems and do the readings *concurrently*.)

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**Homework Problems (Due Thursday, 6 July 2017)**

For each problem below proceed in the following structured manner: define the problem; plan the treatment of the problem; execute the plan; draw conclusions.

1. **Structured Problem-Solving**:Select a familiar business software application similar to the one discussed in Lecture 1, and then use the structured problem solving approach to logically describe the IT infrastructure (software and hardware) that is used to support the application. (You will probably have to do some internet research to obtain supporting information**.**)
2. **Otis Elevator Case Study**:

Please read the case study *Otis Elevator: Accelerating Business Transformation with IT* and then answer the following questions:

1. Apply Porter’s Competitive Forces Model to analyze the forces faced by Otis Elevator
2. Identify the problems faced by OTIS in each of the “primary or supporting activities”, and discuss how “e\*Logistics” improved the various business processes at OTIS.
3. What are the changes Bousbib wanted to see in OTIS elevator's business model?
4. Briefly describe the early information systems OTISLINE and REM elevator monitoring system implemented by the OTIS, and explain how they transformed the elevator service business process at OTIS?
5. Why was the SIMBA program created and how did OTIS benefit from it?

**TIM 50: Project Proposal (due on Thursday, 6 July, 2017):**

Develop your project proposal using the following steps:

* Company: Through group discussion select a company for which Information Systems and Technology played a major role, and then briefly describe the company: its vision, mission, products and services, customers, and financial performance.
* Information Technology (IT): what is IT’s role within the company? How does the company use IT to support or enable its business processes and competitive strategies? What technologies does it use?
* Identify a prioritized short-list of 3-5 business needs (or problems) for which your team would like to design and develop an Information Technology solution.
* Develop a project plan (see syllabus) for the work. Include project responsibilities for each member of the team.
* Create a Project Proposal that documents the above process. Meet with the instructor on Wednesday, 7/5/17 to review your proposal and firm up the problem that the tam will work on during the next 4 weeks.