



Case study

# Otis boosts after-market services with Decision Intelligence

The Fosfor Decision Cloud enabled a shorter time to insights on elevator health and performance for more targeted and proactive aftermarket services

# An overview

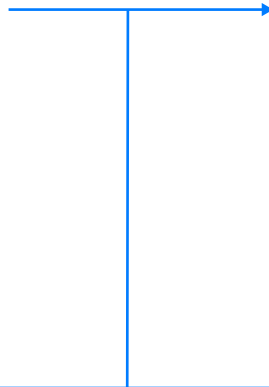
---

Discover how Fosfor helped Otis



## Go from uncertainty

Disparate business parlance and federated data across geographies prevented efficient data aggregation at corporate level or analysis on a single pane of glass, hindering proactive modernization decisions essential for effective aftermarket services



## To clarity

A conversational data exploration tool that aggregates data on a corporate level to generate pan-geographical insights to identify modernization opportunities that can boost the aftermarket business

## Using the Fosfor Decision Cloud

Derived insights with smart natural language querying (NLQ) and natural language generation (NLG) capabilities

# The results

---

**95%  
accuracy**

in complex query resolution

**85% faster  
diagnosis**

with limited data engineering efforts

**2X analytics  
adoption**

with improved customer stickiness

# Challenges

---

## A real-time corporate-level view of the fragmented data

In the elevator manufacturing and servicing industry, continuous maintenance, repairs, and modernization interventions are highly important. These aftermarket services are vital since they are a consistent revenue source for elevators and other products like escalators and travelators (moving walkways). In fact, for many elevator manufacturers, providing aftermarket services over their product's lifetime generates far greater revenue than its initial sale. However, it is common in this industry for customers to get their products serviced by any other servicing company offering assistance, which could also be the original manufacturer's competitor. This industry practice becomes a major pain point for OEMs as competing brands can poach their customers, leading to a huge loss of additional revenue.

So, elevator manufacturers must proactively contact their customers for aftermarket services, including modernization intervention, to ensure customer stickiness that bolsters their topline. This requires data collation at the transportation device level on parameters such as age, product class/group, equipment type, application, etc., to understand where callbacks, repairs, and shutdowns were occurring, driving the need for modernization. This data can be used to help the sales teams proactively pitch aftermarket services to the right customers at the right time and generate ROI from this business segment.



Our client Otis, a leading global manufacturer of elevators, escalators, and moving walkways, faced many challenges in their business model for elevator modernization services:



## Lack of standardization

The details for each elevator were stored with different business parlance across geographies. This created a problem of unifying and aggregating the data for analysis in querying the various databases.



## Absence of a single pane of glass

Without a comprehensive global view of elevator health and performance, an average of 3-4 weeks was spent identifying where the issues were occurring and whether there were patterns across units, equipment types, product classes, and applications.

# Solution

## Comprehensive data visualization for better decision-making

Otis needed a solution to help them:

- Analyze global elevator data at scale and speed to identify elevators needing modernization services, be it frequent repairs and aesthetic enhancements or a major overhaul and replacement
- Derive and compare insights with minimal data engineering efforts using a conversational interface for easy access by sales teams

Using Lumin, the Fosfor Decision Designer, allowed the manufacturing giant to tackle these challenges.

# How the Decision Designer works

The Decision Designer empowers everyone in the organization to quickly discover insights from their data. It combines its intuitive interface with artificial intelligence (AI), machine learning (ML), and NLG technologies. This allows users to ask questions about their business data, analyze billions of data in seconds, and gain comprehensive, automated insights without writing a single line of code.

The Fosfor Decision Cloud helped Otis:

- Reduce dependence on data scientists by performing **cognitive data querying** using standard ontologies for the business
- Fastrack the insights exploration journey through **advanced analytics**, including diagnostics, univariate/multivariate forecasting, and simulation analysis
- Use the analytical models in various market scenarios with the help of the **explainable AI** layer
- Get a **comprehensive view** of datasets across different sources spanning geographies to enable faster decision-making
- Enable **autonomous nudges** for present and future elevator modernization to prompt timely intervention

## The impact

---

### Faster insights for proactive elevator modernization

**95%  
accuracy**

in complex query  
resolution

**85% faster  
diagnosis**

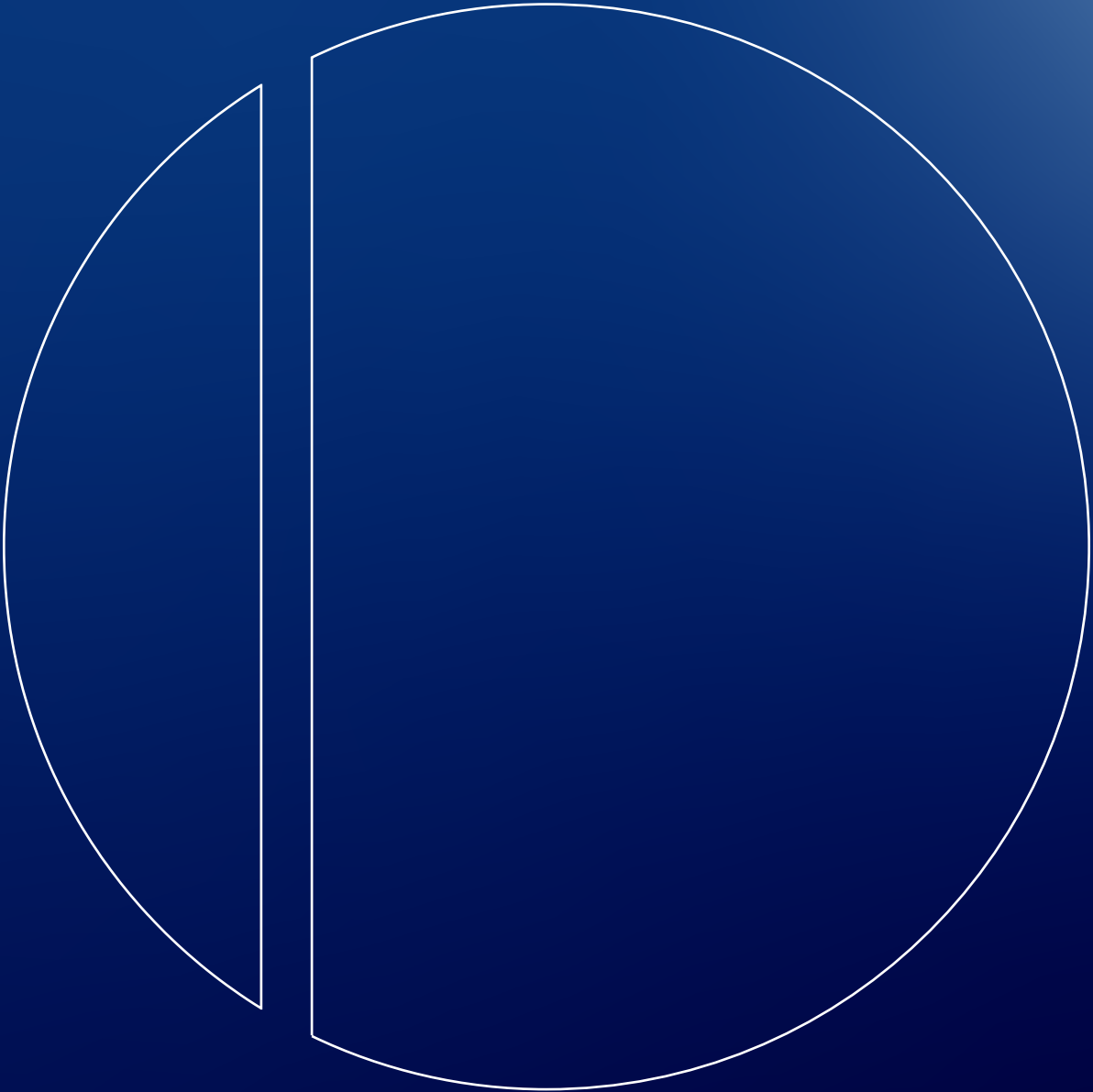
with limited data  
engineering efforts

**2X analytics  
adoption**

with improved  
customer stickiness

Greater elevator health and performance visibility across Otis's global entities are expected to help improve its customer outreach efforts. This will underline the phenomenal growth potential in aftermarket services, which can drive greater market share by waning off the competition.

Discover how you can unlock data-driven insights for decision intelligence. Visit [fosfor.com](https://fosfor.com).



The Fosfor Decision Cloud is a connected fabric that unifies and amplifies the value promised by the modern data ecosystem, which is made up of infrastructure, data, and application clouds. Fosfor enables organizations to effectively curate data, generate impactful insights, and formulate effective decisions to deliver the long-sought promise of data and AI: optimal business outcomes. Fosfor is part of LTIMindtree, a global technology consulting and digital solutions company. For more information, visit [www.fosfor.com](http://www.fosfor.com).