



COMPANY ANALYSIS

OTM TECHNOLOGIES Ltd

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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Special thanks to the University of Technology MARA Arau, Perlis, for providing me with the opportunity to learn more about entrepreneurship through this subject, ENT 600. This topic has amazed us to research technology in order to produce a new product in the future and, as we all know, technology is used in all products in this age. To improve the same goods, we must find ways to improve them. And also want to send my regard to my family, who have supported me in every blood, sweat, and tears they have for me so that I can finish this task that was given to me. I am grateful to them for providing me with the encouragement to complete this course, especially in terms of moral and financial support. Many gratitude to my friends for their emotional help in completing this mission in such a short span of time.

EXECUTIVE SUMMARY

This case study is about OTM Technologies which is one of the famous companies nowadays that produces smart pen. The products that have been produced by this company are known worldwide because of the reputations and the brand name. OTM Technologies Limited is a technology company that seeks to bring the unique Phree commodity to the Tel Aviv market and beyond. The business is founded on the principles of performance, consistency, and customer comfort across the product (Phree-Making the world your paper 2015). The company is interested in reaching all the market segments through the light, and a portable mobile input device that can allow customers to literally write messages on the screens of their mobile devices without direct contact.

OTM Technologies company have been analysed for this case study. From this study, we are able to learn analysing, applying knowledge, reasoning and drawing conclusions in order to produce a good company in the future. The first part of this case study has been focusing on collecting the company information. The background of the company, its organizational structure, products, business, marketing and operational strategy were being elaborated. Next, in the second part, the SWOT was used in order to analyse the product or services of the company to understand more on how the company works. Through the analysis, there are some problems that could be identified in the company. These problems were studied, and some solutions and improvement were proposed to achieve a better-quality product that is known by customers from all around the globe.

2.3 Product/Service

The Phree, a smart pen that employs 3D laser technology patented by US-based parent company OTM Technologies, was successfully crowdfunded in 2015, and it has maintained a strong presence in the stylus industry since then. TM Technologies Ltd and Philips Enabling Technologies Group are working together to develop and manufacture high-volume optical precision components for OTM Technologies' OTM applications, including the LaserPoint product range. Philips Enabling Technologies Group's Optical and Plastics division applies applied engineering technology to the design and production of OTM Technologies' OTM sensors. The Laser Point and Virtual Pen are the first devices from OTM Technologies to have an OTM sensor.

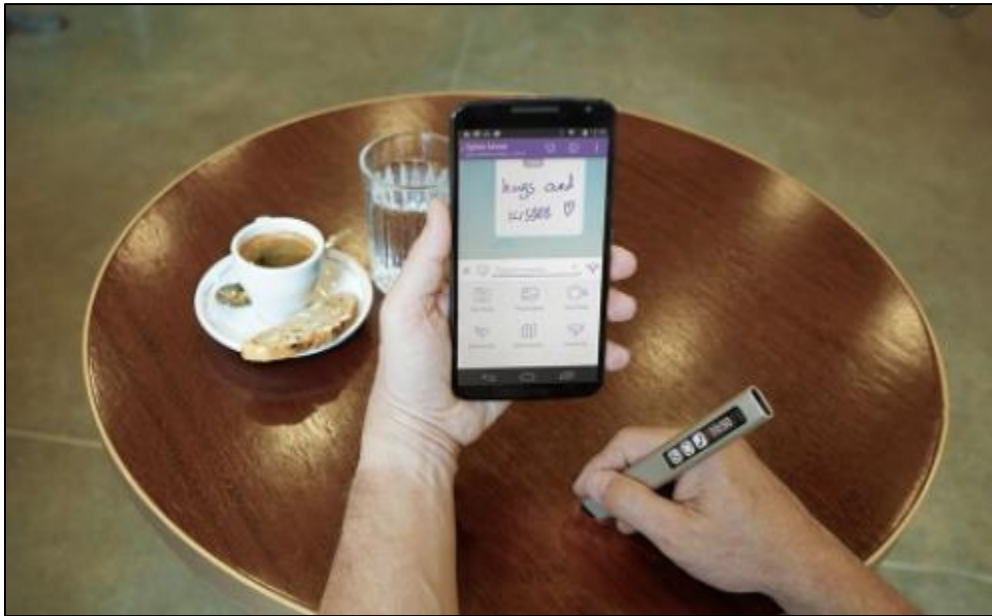


Figure 2: Phree can write on any surface

In this case study, I will focus on one product which is Phree Pen. This Phree pen can work for smartphone and laptop or tablet, because Phree is designed for users who want to write a note or sketch a picture on the phone or laptop. OTM Technologies is the inventor of Phree, a digital pen using optical translation measurement (OTM) technology. Phree creates “digital ink” in real-time on the target device, whether computer or mobile. Phree’s underlying OTM technology is composed of a laser-based, optical motion measurement sensor that tracks the user’s handwriting and sends it via Bluetooth to any paired device.