



## Santa's Lean, Mean, Fulfillment Machine

Global Christmas Delivery Services, Inc.

Before he sets off from the North Pole, Santa has another list he checks twice—his Demand Planning Checklist!

Using historical data and insights from his years of experience in the fulfillment industry to identify trends and potential complications, Santa and his team are prepared for whatever iceberg comes their way.

### Santa Claus | Key Responsibility: Demand Planning

#### 2021 Historical Data Insights

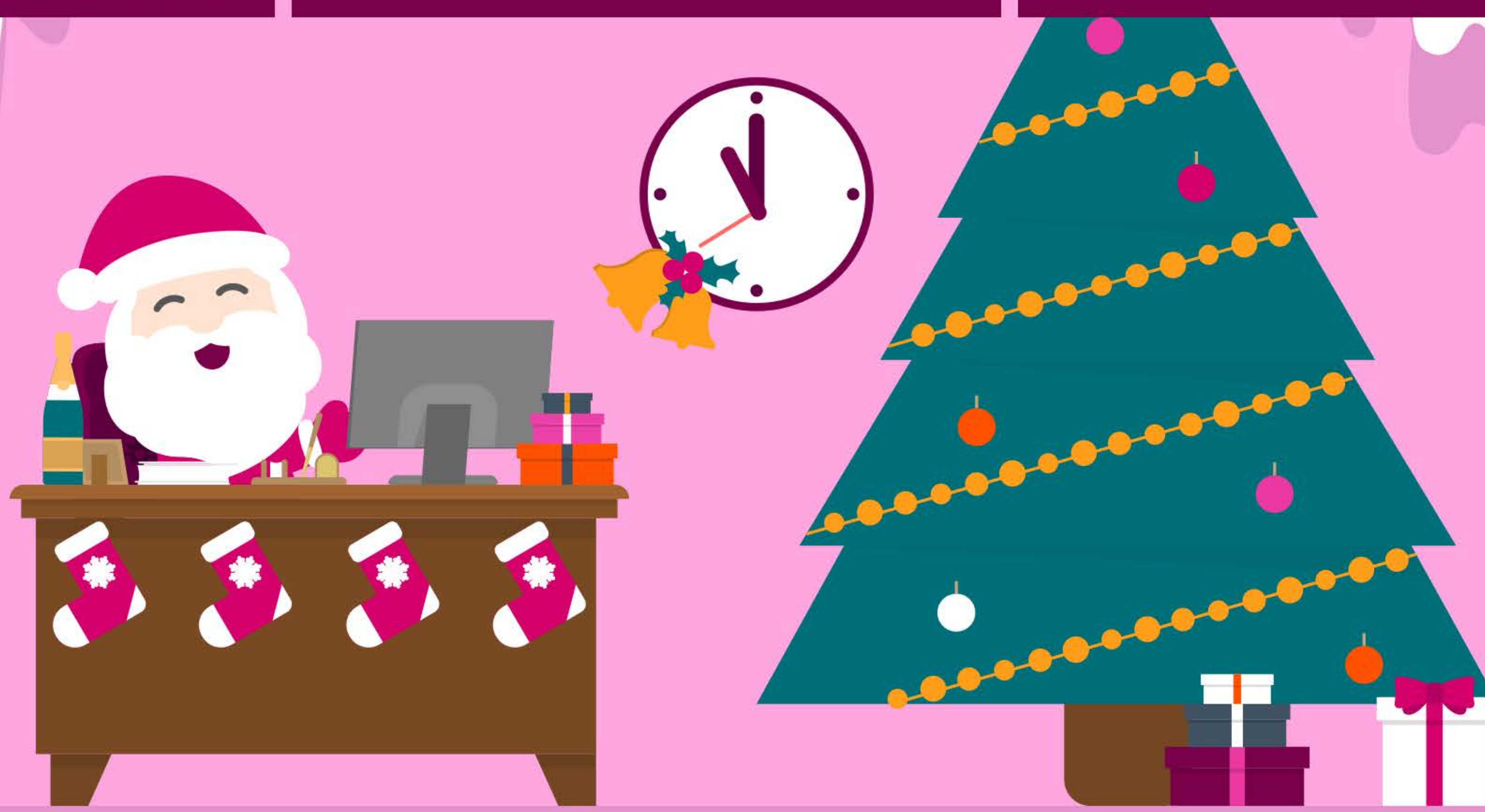
- Stocking stuffers inventory dropped to low levels but an OMS alert saved the day
- The nasty blizzard in Hungary impacted European delivery times

#### 2021 Fulfillment Strategies Insights

- Well prepared for surges in demand for popular new toys: Santa never forgot the Cabbage Patch Kid craze of 1983
- Higher rate of reindeer illness and injury: Dasher tested positive for Covid; Vixen injured his hoof

#### Adjustments for the 2022 Holiday Season

- Review historical data to ensure that traditionally popular holiday toys (e.g. PlayStations) are in stock
- Use inventory forecasting software to help elves identify the ideal storage solutions for SKU velocity



### Head Elf | Key Responsibility: Warehouse Space

#### 2021 Labor Data Insights

- Elfin laborers were not properly trained before they hit the floor
- Workshop elves suffered eye injuries from too-pointy pointy hats

#### 2021 Storage and Efficiency Insights

- The workshop layout and pick path improvements helped the elves quickly find presents
- The new tiny hammers were flimsy and slowed down production

#### Adjustments for the 2022 Holiday Season

- Connect with finance to increase budget for hiring and training temp elves
- Carve out a dedicated space for expedited delivery—young Sally's puppy caught a cold in the chilly weather because it wasn't scheduled for overnight delivery



### Rudolph | Key Responsibility: Order Fulfillment

#### 2021 Delivery Data Insights

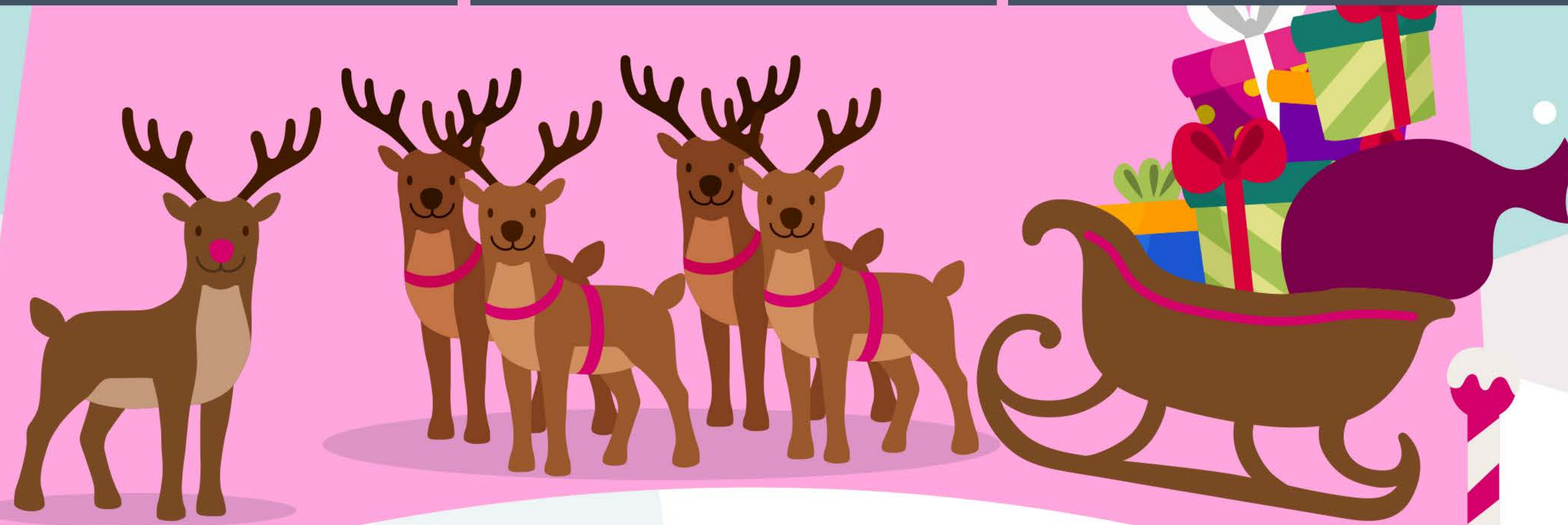
- Improved on-time delivery rate of presents due to automated delivery address verification
- Realized the workshop was still using Excel instead of the OMS, so some kids on the "nice" list didn't get the presents they wanted.

#### 2021 Transportation Insights

- The investment in a remodeled sleigh configured for optimal aerodynamics paid off
- Reindeer team suffered fatigue from large capacity and freight loads

#### Adjustments for the 2022 Holiday Season

- Create a go-bag with carrots, arctic char, and oats so reindeer team can maintain stored glycogen levels
- Coordinate with parents on the ground to verify children's wishes in "Dear Santa" letters



### Check Your List Twice for Holly Jolly Customers

Post-Christmas exit surveys show that nearly 95% of children get what they want for Christmas and 99% get their presents on time. Take the lead from Santa and make sure your customers are as happy as the little girl who finally got the pony she's always dreamed of. Happy holidays!