# SANTA'S INVESTMENT LOGIC MAP

# Inclusive of Benefits

# **Problem** (Pain)



# Benefits (Gain + benefits)



## Strategic response (What)



# Solution (How)

### An outdated wish-handling system dependent on physical letters fails to engage children who now use digital communication

With almost 3 times as many children as 100 years ago, Santa cannot risk spreading Christmas cheer by:

Relying on, growing and supporting his workforce using outpaced traditional management systems to onboarding, performance tracking, and resource allocation

Having an antiquated material logistics and toy production system built for toy making for 300m children

Busy airways on delivery night make navigation challenging. Children expect to track Santa's sleigh in real-time.

Without a solution, delays risk disrupting the joy of Christmas and could cause children to question Santa's existence in today's connected world

### Christmas Spirit enhanced

- Avoid disappointment on Christmas Day
- No more "lost in the mail" excuses—Santa's inbox will finally rival a social media influencer's DMs!
- Every child wakes up to their perfect gift ensuring Christmas cheer hits record highs worldwide!
- Ensures biscuits and milk(or beer) disappear faster than Santa can say "ho ho ho" when delivering

### **KPI 1: No missed wishes**

### Keeping Christmas Magic on schedule

- Saving elves from sorting through mountains of wish list paper
- Production runs smoother than melted chocolate
- Santa has time to enjoy Mrs. Claus' cookies without worrying about supply chain chaos

KPI 1: No lost wish list letters **KPI 2: 100% toys made on time for 25/12** 

### Strengthen the magical connection with children

- Real-time tracking of Santa provides unmatched excitement for children as they follow his journey around the globe
- Real-time engagement via portal making Christmas feel more personal and interactive

KPI 1: 99% uptime for Santa tracking KPI 2: 1 hour turnaround on communications with Santa



Increased Santa's social media presence and interactive content, including a global "Digital Wish Portal" for kids and parents

Improved resource planning and logistics capabilities

Real-time/digitised sleigh GPS and traffic management with backup routes

Enhancing workforce management practices

Advanced algorithms and tools to plan the most efficient delivery routes

Business changes	Assets
Shift from physical to digital wish management system	A digital portal
Digital systems to manage Santa delivery	Sleigh GPS and air traffic management and tracking system
Digitally supported HR and performance management	An ERP system to manage logistics, distribution and HR
Enable the adoption, support and continuous improvement of offset database	A digital-ready sleigh
Implement sleigh GPS and traffic management with backup routes supported	
Staff capability to enable adoption and use of the new system	

None, just rely on Santa

magic that has always served

the North Pole anyway