1-Case.

Any retail company dreams of always, at any time, being able to offer the buyer a product, regardless of its availability in a particular store. The rapid development of online trading and its integration with retail into the omnichannel trading format has allowed retailers to obtain a "dimensionless shelf" and provide the buyer with access to all products, regardless of their location.

However, transforming a business into an omnichannel format requires reviewing and automating inventory and delivery management processes while accelerating the processing of incoming orders.

At the end of 2016, JEANS SYMPHONY announced the transition to an omnichannel trading format in order to combine mono- and multi-brand JS stores into one system Casual, J.S. Selected, Pierre Cardin, Pepe Jeans, Scotch & Soda, GUESS, Undiz, Jules and Pimkie, as well as online store.ru.

A study conducted before the launch of the project showed that the implementation of omnichannel is associated with the following difficulties:

1. Unstructured data exchange with courier services and transport companies, since each carrier has its own exchange formats and order statuses.

2. Lack of special software that would implement the principle of combinatorial optimization in the field of logistics, which allows, similar to the "travelling salesman problem," to determine the best option for collecting and consolidating goods.

Question: What solution do you propose? Give reasons for your proposals.