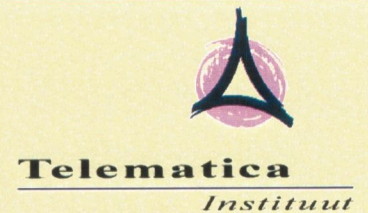




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## Trade Agents

### Autonomous Systems of Trade Agents in E-commerce

Software agents to facilitate important aspects of e-trading:

- \* customization/personalization of services (in both B2C and B2B)
- \* adaptive customer relations management
- \* automated matching and sales/negotiation

The project focuses on:

- \* trading in electronic marketplaces (shopping malls, financial markets)
- \* the detection of potential needs and interests of customers
- \* negotiation (sales), dynamic pricing, dealing, and brokering

Current business cases:

- \* financial information brokering
- \* customized shopping mall

*Trade Agents* is a joint Telematics project of CWI, TNO, ING and KPN

