

# Meeting the Challenges of e-Business by Distributed Artificial Intelligence

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## **Abstract**

E-business (or e-commerce) is undoubtedly the wave of the future for business. With the shift to the Internet for fast, accurate and cost-effective transactions, companies are reassigning more of their business-to-business and customer-to-business relationship management to automatic on-line based solutions. Online personalization, the concept of presenting individualized Web content for site visitors, is now recognized as a key component for fostering these relationships and improving sales and profit margins. Manna Inc., a leader in online personalization, has been developing for over 3 years a state-of-the-art AI technology named Automatic Distributed Intelligence (ADI) which combines two sub-fields in Computer Science, Parallel Computations and AI & Machine Learning, into a scalable, on-line, self-adaptive inference machine which is used for automatically learning click-stream patterns and producing prediction-based personalized recommendations to the Web visitors. This paper describes the technology and some of its main challenges and solutions.