

. : RTR

**EXECUTIVE SUMMARY**

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1.

- 가

-

2.

- (unique) 가

- (evolution) 가

- 가

- , (immediately), (precisely)

3. RTR

- RTR

- RTR

- RTR

-

, ,

- RTR

- RTR

- ,

4.

- RTR

,

. : RTR

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## 1.

- 가

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- **RTR(real-time responding)**

· 1990 (real-time) ,

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가

RTR

## 2.

-

· (unique) 가

· (evolution) 가

가

.

(mass customization)

(relationship marketing)

-

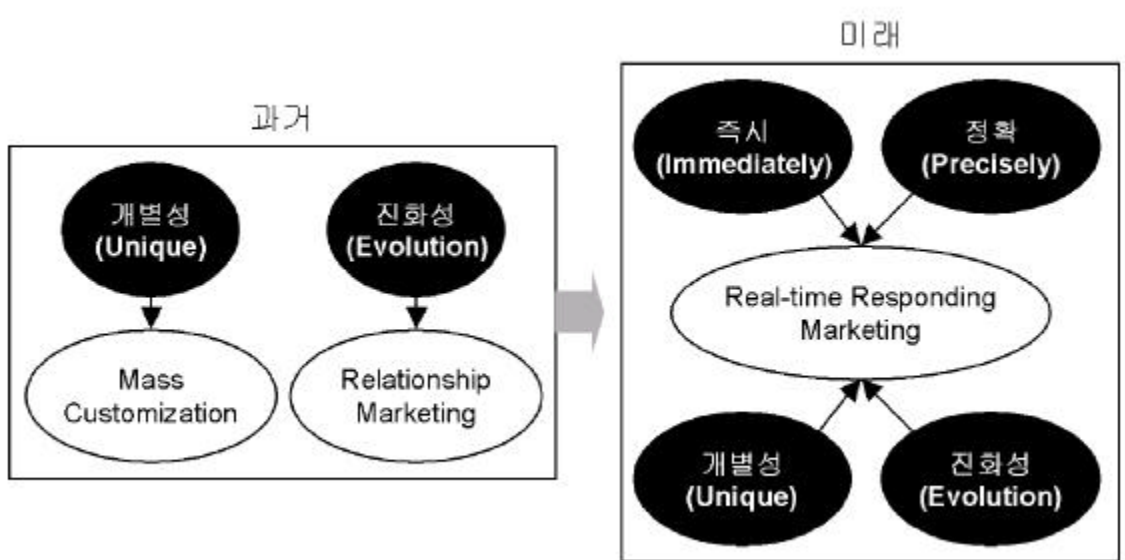
가

.

,

(immediately), (precisely)

< 1 >



### 3. RTR(real-time responding)

- RTR

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RTR

RTR

RTR

RTR

RTR

RTR

1)

. : RTR

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○ RTR

- RTR

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(analyze), (adapt), (sensing),

. ,

. RTR  
가 가

- , 가

RTR

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가

(intelligence agent)가

○ RTR

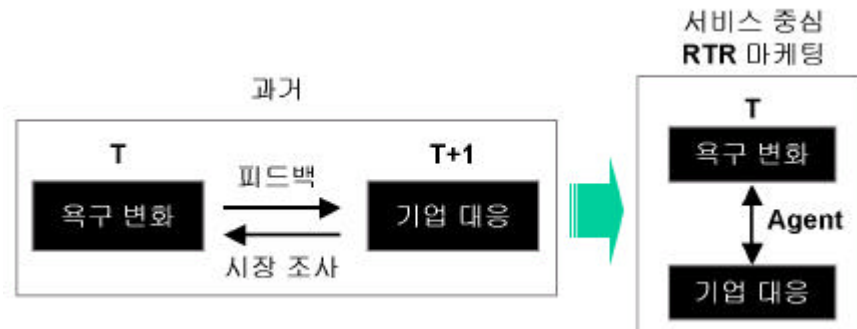
- RTR

- 가
- ,
- , 가
- , 가
- , 가

(decentralize)

< 2 >

RTR



- RTR

· John Deere , DeereTrax

· Priceline.com 가

가

· LG

. : RTR

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○ RTR

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· 가 RTR 가 가 가  
· 가 가 가

- ,  
· DB ,  
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· 가  
· ,

4.

- RTR

· 가  
· RTR  
- RTR 가 (corporate  
· level)  
· 가 가