CLAIMS:

1. A computer-implemented system to provide options on products, comprising:

a. a data processor being adapted to receive at least one input and in response, to deliver to a customer an option to select and utilize each of m products selected at the time the option is received and including at least one practically constrained product, wherein

i. m is greater than or equal to 2,

ii. said m products are selected in the course of related transaction(s), and

iii. it will not be possible for the customer to fully utilize all said m products due to said at least one practical constraint; and

b. a data processor being adapted to record the information pertaining to said option in a computer readable data store.

2. The system of claim 1, wherein at least two of said data processors are a same processor.

3. The system of claim 1, wherein said customer is not able to fully utilize at least one product due to at least one practical constraint.

4. The system of claim 1, wherein said at least one practical constraint includes at least one time constraint.

5. The system of claim 1, wherein said at least one practical constraint includes at least one location constraint.

6. The system of claim 1, wherein said related transaction is at least one transaction.

7. The system of claim 1, wherein said related transaction includes a monetary value transaction.

8. The system of claim 1, wherein said customer is able to only partially utilize at least one product due to at least one practical constraint.

9. The system of claim 1, wherein impossibility of fully utilizing the m products due to at least one practical constraint increases value for at least one of the customer and the provider of said option.

10. The system of claim 1, wherein inability to fully utilize the m products due to at least one practical constraint increases value for at least one of the customer, the provider of said option and an entity other than the provider of said option.

11. The system of claim 10, wherein said value includes cost saving for the provider of said option.

12. The system of claim 1, wherein said selected products include at least one product belonging to the provider of said option.

13. The system of claim 1, wherein said selected products include at least one product belonging to an entity other than the provider of said option.

14. The system of claim 1, wherein said selected products include a higher ranked product and a lower ranked product, where both cannot be utilized simultaneously.

15. The system of claim 14, wherein the provider of said option is an entity in the travel industry.

16. The system of claim 15, wherein the provider of said option is an airline.

17. The system of claim 1, wherein said selected products include at least one higher ranked product.

18. The system of claim 17, wherein the data processor is being adapted to receive at least one input with respect to selection of a higher ranked product, and wherein in response to the customer's input selecting said higher ranked product a right is conferred upon the company to enforce a payment obligation on the customer if said higher ranked product becomes available for utilization.

19. The system of claim 18, wherein the payment obligation is priced dynamically.

20. The system of claim 19, wherein the amount for the payment obligation is determined by bidding from customers.

21. The system of claim 17, wherein the data processor is being adapted to receive at least one input with respect to selection of a higher ranked product, and requires the customer to indicate, as part of said input, the price the customer is willing to pay for the utilization of said higher ranked product.

22. The system of claim 21, wherein the customer is provided with an opportunity to modify the price before a specified notification date.

23. A computer-implemented method to provide options on products, comprising:

a. via a data processor configured by stored program instructions, providing to a customer an option to select and utilize each of m selected products selected at the time the option is received and including at least one practically constrained product, wherein

i. m is greater than or equal to 2,

ii. said products are selected in the course of related transaction(s), and

iii. it will not be possible for the customer to fully utilize all said m products due to said at least one practical constraint; and

b. recording the information pertaining to said option in a computer readable data store.

24. The method of claim 23, wherein said customer is not able to fully utilize at least one product due to at least one practical constraint.

25. The method of claim 23, wherein at least two of said data processors are a same processor.

26. The method of claim 23, wherein said at least one practical constraint includes at least one time constraint.

27. The method of claim 23, wherein said at least one practical constraint includes at least one location constraint.

28. The method of claim 23, wherein said related transaction is at least one transaction.

29. The method of claim 23, wherein said related transaction includes a monetary value transaction.

30. The method of claim 23, wherein said customer is able to only partially utilize at least one product due to at least one practical constraint.

31. The method of claim 23, wherein impossibility of fully utilizing the m products due to at least one practical constraint increases value for at least one of the customer and the provider of said option.

32. The method of claim 23, wherein inability to fully utilize the m products due to at least one practical constraint increases value for at least one of the customer, the provider of said option and an entity other than the provider of said option.

33. The method of claim 32, wherein said value includes cost saving for the provider of said option.

34. The method of claim 23, wherein said selected products include at least one product belonging to the provider of said option.

35. The method of claim 23, wherein said selected products include at least one product belonging to an entity other than the provider of said option.

36. The method of claim 23, wherein said selected products include a higher ranked product and a lower ranked product, where both cannot be utilized simultaneously.

37. The method of claim 36, wherein the provider of said option is an entity in the travel industry.

38. The method of claim 37, wherein the provider of said option is an airline.

39. The method of claim 23, wherein said selected products include at least one higher ranked product.

40. The method of claim 39, further including receiving input from the customer with respect to selection of a higher ranked product, and wherein in response to the customer's input selecting said higher ranked product a right is conferred upon the company to enforce a payment obligation on the customer if said higher ranked product becomes available for utilization.

41. The method of claim 40, wherein the payment obligation is priced dynamically.

42. The method of claim 41, wherein the amount for the payment obligation is determined by bidding from customers.

43. The method of claim 39, further including receiving input from the customer with respect to selection of a higher ranked product, and requiring the customer to indicate, as part of said input, the price the customer is willing to pay for the utilization of said higher ranked product.

44. The method of claim 43, further including providing to the customer an opportunity to modify the price before a specified notification date.

45. A computer-implemented system to provide options on products, comprising:

a. a data processor being adapted to deliver a first option to at least a first customer to utilize up to n of m selected products for said first customer, where n is less than or equal to m;

b. a data processor being adapted to deliver a second option to at least a second customer to utilize up to k of p selected products, where k is less than or equal to p;

c. a data processor being adapted to record the information pertaining to said options in a data store;

d. a data processor being adapted to receive at least one input to define each of said k chosen products, whereby after each of said k chosen products is defined, said second customer can utilize said chosen product;

e. a data processor being adapted to receive at least one input wherein a company defines t chosen product(s) for said first customer after each of the said k chosen products is defined, where t is less than or equal to n wherein after each of said t products is defined, said first customer can utilize said defined product, where t is less than or equal to n; and

f. a data processor being adapted to record the information pertaining to said defined products in a data store.

46. The system of claim 45, wherein at least two of said data processors are a same data processor.

47. The system of claim 45, wherein both said data stores are a same data store.

48. A computer-implemented system to define customer preferences, comprising:
a. a data processor being adapted to provide at least relevant information regarding products;

b. a data processor being adapted to receive at least one input that defines customer preferences regarding at least utilizing up to n of m selected products, where n is less than m;

c. a data processor being adapted to record the information pertaining to said preferences in a data store; and
d. a data processor being adapted to receive at least one input that enables use of said preferences to concurrently optimize value for the customers and a company.

49. A computer-implemented method to define customer preferences, comprising:
a. providing a data store including relevant information regarding products;
b. operating a computer-implemented system that defines customer preferences regarding at least utilizing up to n of m selected products, where n is less than m;
c. recording the information pertaining to said preferences in a data store; and
d. operating a computer-implemented system that enables use of said preferences to concurrently optimize value for the customers and a company.

50. The method of claim 49 comprising:
a. operating a system to deliver at least one option to a customer to utilize up to n of m selected products, where n is less than m;
b. operating a system to define each of said n chosen products, whereby after each of said n chosen products is defined by the company, the customer can utilize said chosen product; and
c. recording the information pertaining to at least one of said option or said defined products in a data store.

51. The method of claim 49, wherein said preferences are also defined implicitly.

52. The method of claim 49, wherein said optimization of value is for at least one customer other than the customers whose preferences are received.

53. The method of claim 49 comprising:
a. operating a system to deliver at least one option to a customer to utilize up to n of m selected products, where n is less than m;
b. operating a system to define each of said n chosen products, whereby after each of said n chosen products is defined by the customer, the customer can utilize said chosen product; and
c. recording the information pertaining to at least one of said option or said defined products in a data store.

54. The method of claim 49 comprising:
    a. operating a system to deliver at least one option to a customer to S utilize up to n of m selected products, where n is less than m;
    b. operating a system to define each of said n chosen products, whereby after each of said n chosen products is defined by the company, the customer can utilize said chosen product; and
    c. recording the information pertaining to at least one of said option or said defined products in a data store.

55. The method of claim 49, wherein said preferences are defined explicitly by the customer.

56. The method of claim 49, wherein said preferences are defined explicitly by the company.

57. The method of claim 49, wherein said preferences are taken prior to the customer has purchased the product.

58. The method of claim 49, wherein said preferences are taken at the time the customer is purchasing the product.

59. The method of claim 49, wherein said preferences are taken after the customer has purchased the product.

60. The method of claim 49, wherein said optimization includes concurrent optimization of value for at least two of customers, said company and at least one entity other than said company.

61. The method of claim 49, wherein both said systems are a same system.

62. The method of claim 49, wherein both said data stores are a same data store.

63. The method of claim 49, wherein the said n products includes a practically constrained product.

64. The method of claim 49, wherein said customer is not able to utilize at least one product due to practical constraints.

65. The method of claim 63, wherein the partially constrained product cannot be fully utilized.

66. A computer-implemented system to provide options on products, comprising:
    a. a data processor being adapted to store a data structure in a data store, wherein are stored, for a customer who may be shifted to one or more products, data including

a value that may be realized if the customer is shifted;

b. a data processor being adapted to receive at least one input to receive and process said data to determine from among all or substantially all possible combinations of customers, a set of customers which may be shifted;

c. a data processor being adapted to receive at least one input to shift said set of customers; and

d. a data processor being adapted to record the information pertaining to said shifting of customers in a data store.

67. The system of claim 66, wherein said data processors are same data processor.

68. The system of claim 66, wherein both the data stores are same data store.

69. A computer-implemented method to provide options on products, comprising:

a. providing a data structure in a data store, wherein are stored, for a customer who may be shifted to one or more products, data including a value that may be realized if the customer is shifted;

b. operating a processor which receives and processes said data to determine from among all or substantially all possible combinations of customers, a set of customers which may be shifted;

c. operating a processor to shift at least one set of customers; and

d. recording the information pertaining to said shifting of customers in a data store.

70. The method of claim 69, where in at least one of the set of customers which is shifted is from the combination of customers determined in act b.

71. The method of claim 69, where in at least one of the set of customers which is shifted is other than the combination of customers determined in act b.

72. The method of claim 69, wherein

a. on detecting the occurrence of at least one event, executing at least one event response algorithm which:

i. determines a set of customers possessing options making them eligible to be shifted to one or more products; and

ii. shifts at least one of said set of customers to create product availability.

73. The method of claim 69, wherein said shifting of at least one customer involves shifting of more than one customer.

74. The method of claim 69, wherein said shifting involves shifting at least a first customer to at least one of the first products after at least a second customer from at least one of the first products is shifted to at least one of the second product and such cascading process continues until the last customer in the set is shifted.

75. The method of claim 74, wherein at least two customers are involved in said cascading process.

76. The method of claim 69, wherein said customer shifted to at least one or more products belonging to the company providing said option.

77. The method of claim 69, wherein said customer shifted to at least one or more products belonging to an entity other than the company providing said options.

78. The method of claim 69, wherein said set of customers includes at least one customer.

79. The method of claim 69, wherein both said processors are same processor.

80. The system of claim 69, wherein both the data stores are same data store.