CLAIMS

1. A computer-implemented method for augmenting of services in a transaction environment, the method comprising:

generating, by a processing system, a digital twin of a marketplace, wherein the digital twin is a digital representation of a set of parties in the marketplace and a set of services available in the marketplace;

monitoring, by the processing system, service transactions between the set of parties in the marketplace;

analyzing, by the processing system, a nature of a current service transaction by a given party of the set of parties in the marketplace based on the monitoring;

determining, by the processing system, by implementing the digital twin, a supplementary service from the set of services related to the current service transaction suitable for the given party based on the nature of the current service transaction; and

providing, by the processing system, a recommendation for the supplementary service to the given party.

2. The method of claim 1 further comprising:

generating, by the processing system, an artificial intelligence (AI) model trained on information about relationship between different services of the set of services available in the marketplace; and

implementing, by the processing system, the AI model to determine the supplementary service from the set of services related to the current service transaction suitable for the given party.

3. The method of claim 1, wherein the supplementary service comprises at least one of: a guarantee service, an insurance service, a loan service, a discount service, a promotion service, a verification service, a validation service, a sponsorship service, a rewards service, a tax service, a fraud alert service, or a compliance service.

4. The method of claim 1, wherein the supplementary service is a value-added service.

5. The method of claim 1, wherein the one of the parties in the set of parties in the marketplace is a consumer comprising at least one of: a person, an enterprise, a machine, a real estate, a manufacturer, or an asset owner.

6. The method of claim 1, wherein the one of the parties in the set of parties in the marketplace is a service provider comprising at least one of: a merchant, a payments provider, a guarantor, an identity manager, an insurer, a banker, a lender, a host, or a presenter.

7. The method of claim 6, wherein the provided set of services in the marketplace is configurable by the service provider.

8. The method of claim 1, wherein analyzing the nature of the current service transaction comprises estimating interconnectedness of other transaction services related to the current service transaction, and wherein the supplementary service is determined based on the estimated interconnectedness of other transaction services.

9. The method of claim 1, wherein analyzing the nature of the current service transaction comprises estimating likeness of other transaction services, related to the current service transaction, by other parties of the set of parties in the marketplace, and wherein the supplementary service is determined based on the estimated likeness of other transaction services.

10. The method of claim 1, wherein the marketplace is a virtual environment.

11. A system for augmenting of services in a transaction environment, the system comprising:

a processing system configured to:

generate a digital twin of a marketplace, wherein the digital twin is a digital representation of a set of parties in the marketplace and a set of services available in the marketplace;

monitor service transactions between the set of parties in the marketplace;

analyze a nature of a current service transaction by a given party of the set of parties in the marketplace based on the monitoring;

determine, by implementing the digital twin, a supplementary service from the set of services related to the current service transaction suitable for the given party based on the nature of the current service transaction; and

provide a recommendation for the supplementary service to the given party.

12. The system of claim 11, wherein the processing system is further configured to:

generate an artificial intelligence (AI) model trained on information about relationship between different services of the set of services available in the marketplace; and

implement the AI model to determine the supplementary service from the set of services related to the current service transaction suitable for the given party.

13. The system of claim 11, wherein the supplementary service comprises at least one of: a guarantee service, an insurance service, a loan service, a discount service, a promotion service, a verification service, a validation service, a sponsorship service, a rewards service, a tax service, a fraud alert service, or a compliance service.

14. The system of claim 11, wherein the supplementary service is a value-added service.

15. The system of claim 11, wherein the one of the parties in the set of parties in the marketplace is a consumer comprising at least one of: a person, an enterprise, a machine, a real estate, a manufacturer, or an asset owner.

16. The system of claim 11, wherein the one of the parties in the set of parties in the marketplace is a service provider comprising at least one of: a merchant, a payments provider, a guarantor, an identity manager, an insurer, a banker, a lender, a host, or a presenter.

17. The system of claim 16, wherein the provided set of services in the marketplace is configurable by the service provider.

18. The system of claim 11, wherein analyzing the nature of the current service transaction comprises estimating interconnectedness of other transaction services related to the current service transaction, and wherein the supplementary service is determined based on the estimated interconnectedness of other transaction services.

19. The system of claim 11, wherein analyzing the nature of the current service transaction comprises estimating likeness of other transaction services, related to the current service transaction, by other parties of the set of parties in the marketplace, and wherein the supplementary service is determined based on the estimated likeness of other transaction services.

20. The system of claim 11, wherein the marketplace is a virtual environment.