



MANUSQUARE



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Reputation Management in Manufacturing

MANU-SQUARE Final Event

June 23rd @ 10:30 (CEST) OFFICIAL PUBLIC PRESENTATION OF MANU-SQUARE PLATFORM

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Reputation counts

If you don't know the other party, how do you know he is trustworthy?

- **Reputation:** a stock of credibility

Even when transacting commodities, reputation counts:

- **Trust** is a critical **business igniter**
- Operational procedures differ depending on the level of trust between parties
- It has **strong economic implications**

Reputation counts

Economically, reputation counts a lot

Lessons from Akerlof's example with user cars: if buyers are unable to identify lemons, i.e. bad cars, good suppliers leave the market and demand decreases [1]. This is a result of asymmetric information: sellers know the real value of the cars, buyers don't.

Implications for MANU-SQUARE: if partners are unable to signal their value, the number of transactions will be significantly affected. Also, premium sellers are most likely to leave the market as they cannot charge a price premium over average market price.

[1] - Akerlof, G. The market for 'lemons': Quality uncertainty and the market mechanism. Quart. J. Econom. 84 (1970), 488-500.

Reputation counts

Why have a reputation system?

- **Anonymity** is usually a **showstopper in corporate relations**, precluding business from taking place
 - **IMPLICATION** Identity needs to be verified
- **Business performance differs**: some firms respect contracts terms, while others don't
 - **IMPLICATION** Performance indicators of past transactions are critical, and need to be tracked
- **Subjective judgement is also useful**: impressions count
 - **IMPLICATION** Feedback from transaction parties may disclose important private information, and must be collected

The traditional approach is effective, albeit limited

MANU-SQUARE requires a different approach

Traditional approach (Amazon):



The traditional approach is effective, albeit limited

MANU-SQUARE requires a different approach

The traditional feedback-based reputation does not automatically track information regarding past transactions:

- Did the goods arrive on time?
- Were the goods damaged?
- Did the goods match the specifications on the vendor page?
- ...

Also, **identity is usually not an issue**, as vendors are manually verified by the e-marketplace owner (Amazon in this case).

MANU-SQUARE's reputation mechanism

It builds on three tenets



Transaction-based

Information (KPIs) about past transactions will be retrieved from the blockchain, with points awarded to compliant firms.



Feedback-based

Subjective feedback is also critical. Personal judgement is still highly valued.



Achievement-based

Points will be awarded to active users who build their profile, verify their identity, do not cancel contracts, etc.



Stakeholder's perspective on buyer-supplier relations

Relevant KPIs and attributes



Price



Lead time



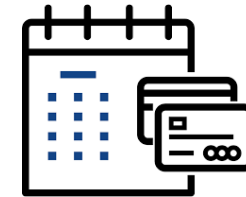
After sale service



Criticality



Requirements compliance



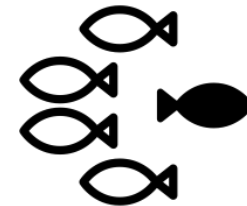
Payment conditions



Quality standards

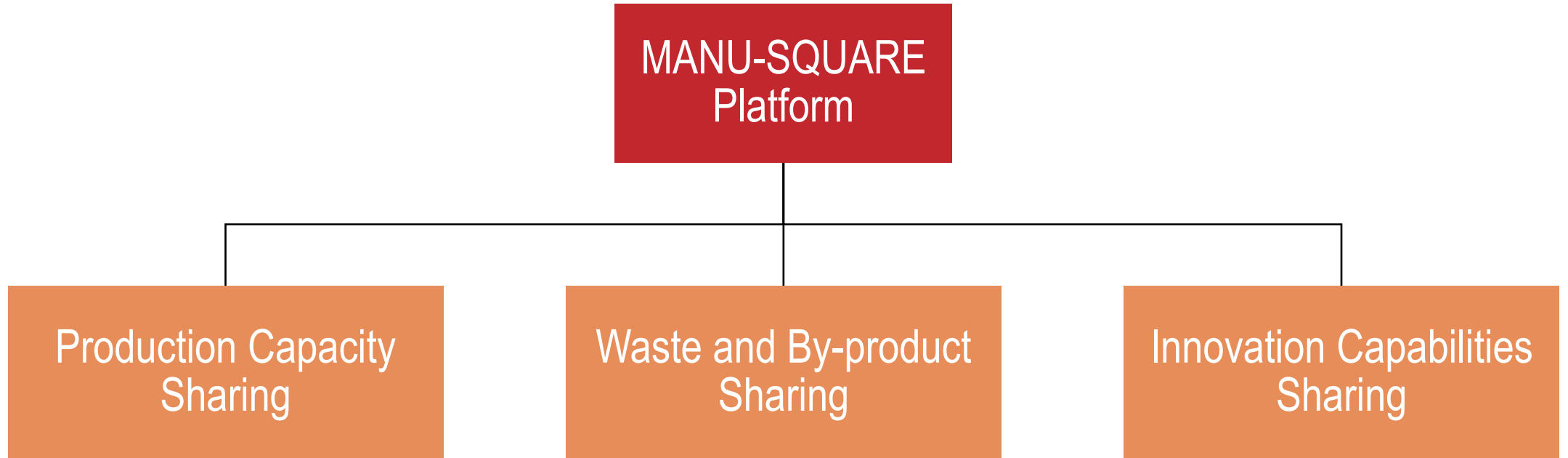


Customer service



Level of conformities

Different services have different reputational requirements



Different services, different KPIs



Reputation Management Interfaces

The screenshot displays the MANU-SQUARE Platform interface. On the left, there are three overlapping navigation menus for different sections: 'Production Capacity Sharing', 'Innovation Capabilities Sharing', and 'Waste & By-product Sharing'. Each menu includes a user profile for 'Elias Montini (Made in Swiss SA)' and a sidebar with options like Services, Projects, Resources, Innovation Capabilities, By-products, Wiki, and Dashboard. The main content area on the right shows a progress bar with seven steps: 1. RFQ creation, 2. Candidates selection, 3. Quotation creation, 4. Quotation selection, 5. Contract signature, 6. Project development, and 7. Feedback. The 'Feedback' step is currently active, displaying a form with several questions and radio button options for ratings. The questions include: 'Did the by-product reflect the agreed requirements and specifications?', 'Was the supplier's competences support the by-product supply and use?', 'Was the product delivered within the agreed time?', 'How do you judge the response rate of the Supplier?', and 'Did the payment(s) be delivered on time?'. There is also a text input field for additional comments and a red 'Submit' button.

Thank you for the attention

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