

Information & Technology Group

QBUS TAGMANAGER

SFSCON - 2024



About me and QBUS

Passionate about innovative web tools and data exchange with APIs

QBUS loves open source software

<u>QBUS TagManager</u> is the result





Choosing a Cookie Banner: Open Source or Commercial Solutions?

New European regulations - Cookie Law

iubenda and Google TagManager

We decided to invest in a custom solution



Custom Inhouse Solution with OctoberCMS

Joomla/Plone (overkill) or Wordpress (frontendoriented)

based on the Laravel framework

OctoberCMS: lightweight, customizable, open source + active community





License Issues with EULA

- source code + updates for a small yearly fee
- important limitations on re-use and re-distribution (opensource paradox?)
 - things are changing: now on github at no cost WinterCMS?
 - after a year this was the right choice for our needs





Centralized management for all our websites with integrated Cookie Banner (Cookie Consent)

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Accept all

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Target HTML tags or HTML IDs

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REST API based





caching + multilanguage

curl°//



Business and Software License Models

Open Source

High development costs

Share costs and development like OctoberCMS







Business and Software License Models

1. self-hosting with source code access fee + optional support

Freedom to re-use and re-sell

2. SaaS subscription





What do you think about charging a fee for releasing open-source software?

"Free software is not free beer" **Richard Stallman**

Thank you!



