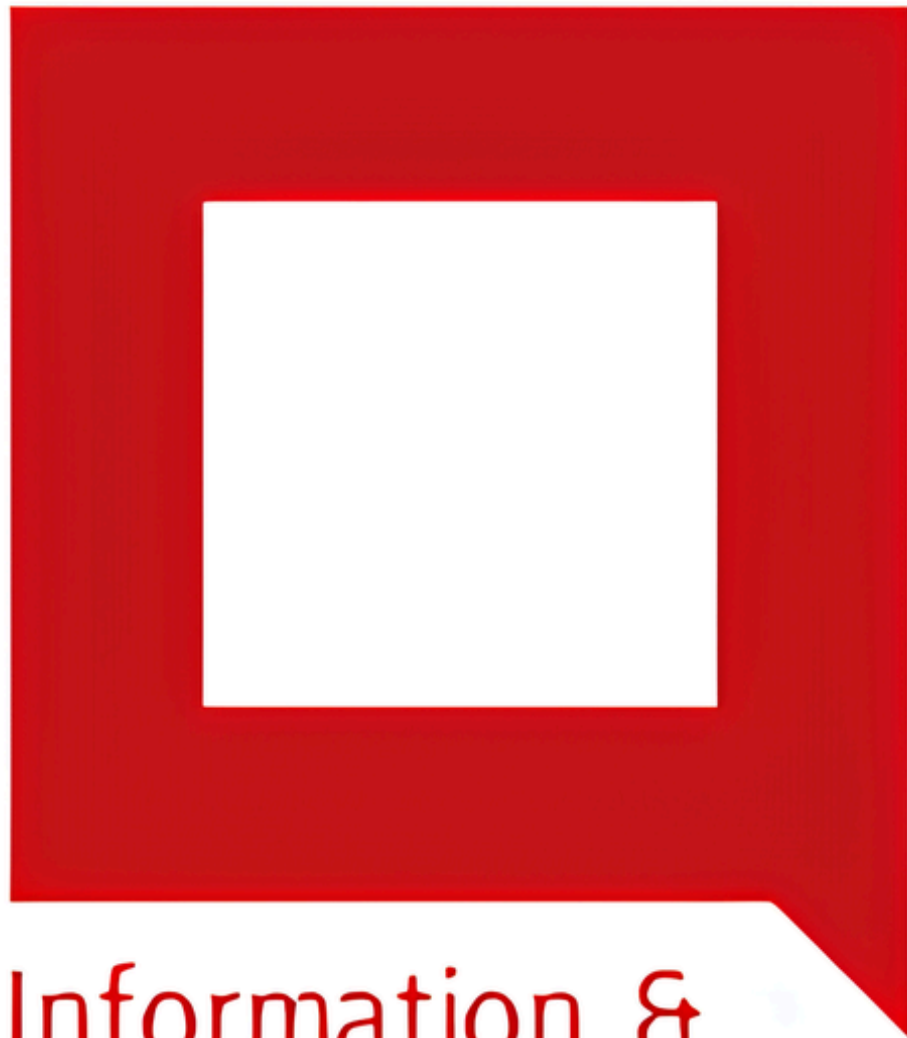


QBUS



Information &
Technology Group

QBUS TAGMANAGER

SFSCON - 2024

QBUS

About me and QBUS

**Passionate about innovative web tools and data
exchange with APIs**

QBUS loves open source software

QBUS TagManager 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 (frontend-oriented)

based on the Laravel framework

**OctoberCMS: lightweight, customizable, open source
+ active community**

License Issues with EULA

source code + updates for a small yearly fee

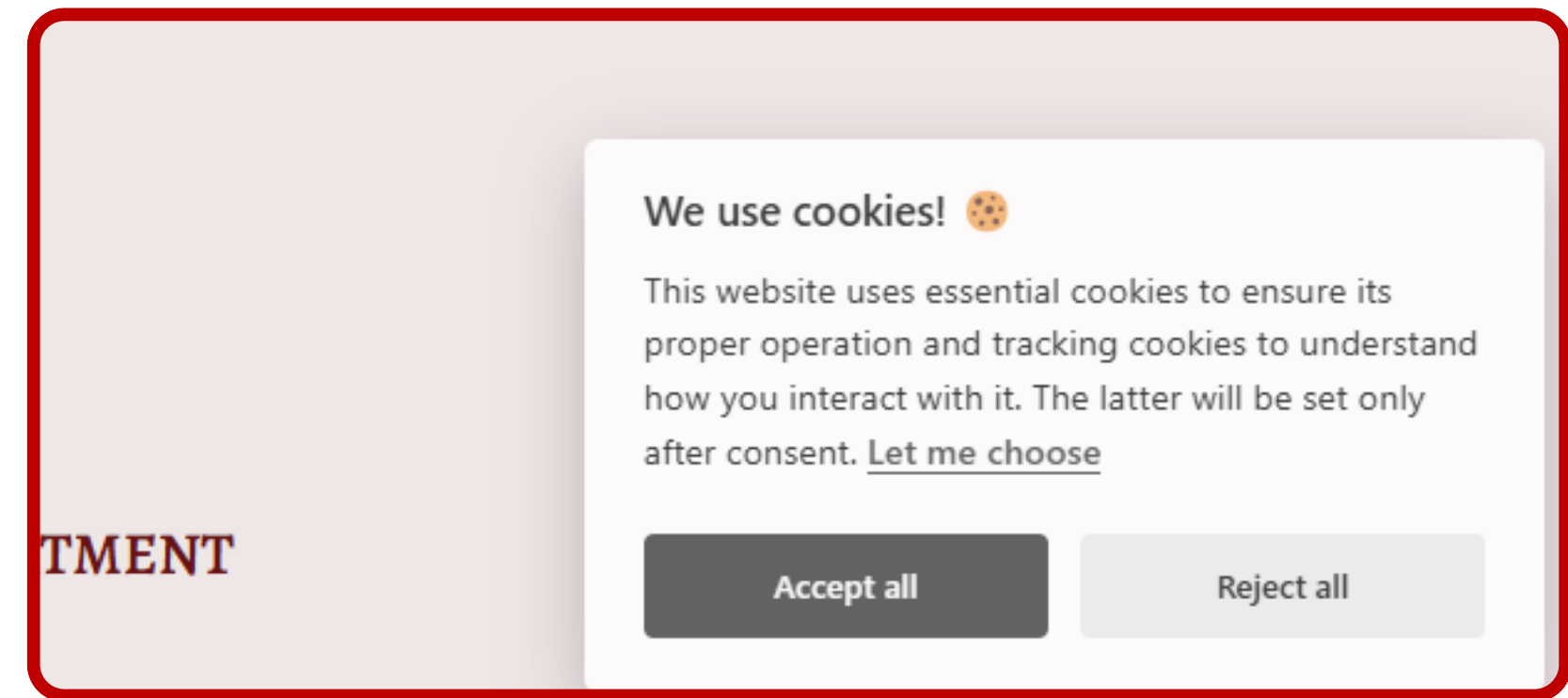
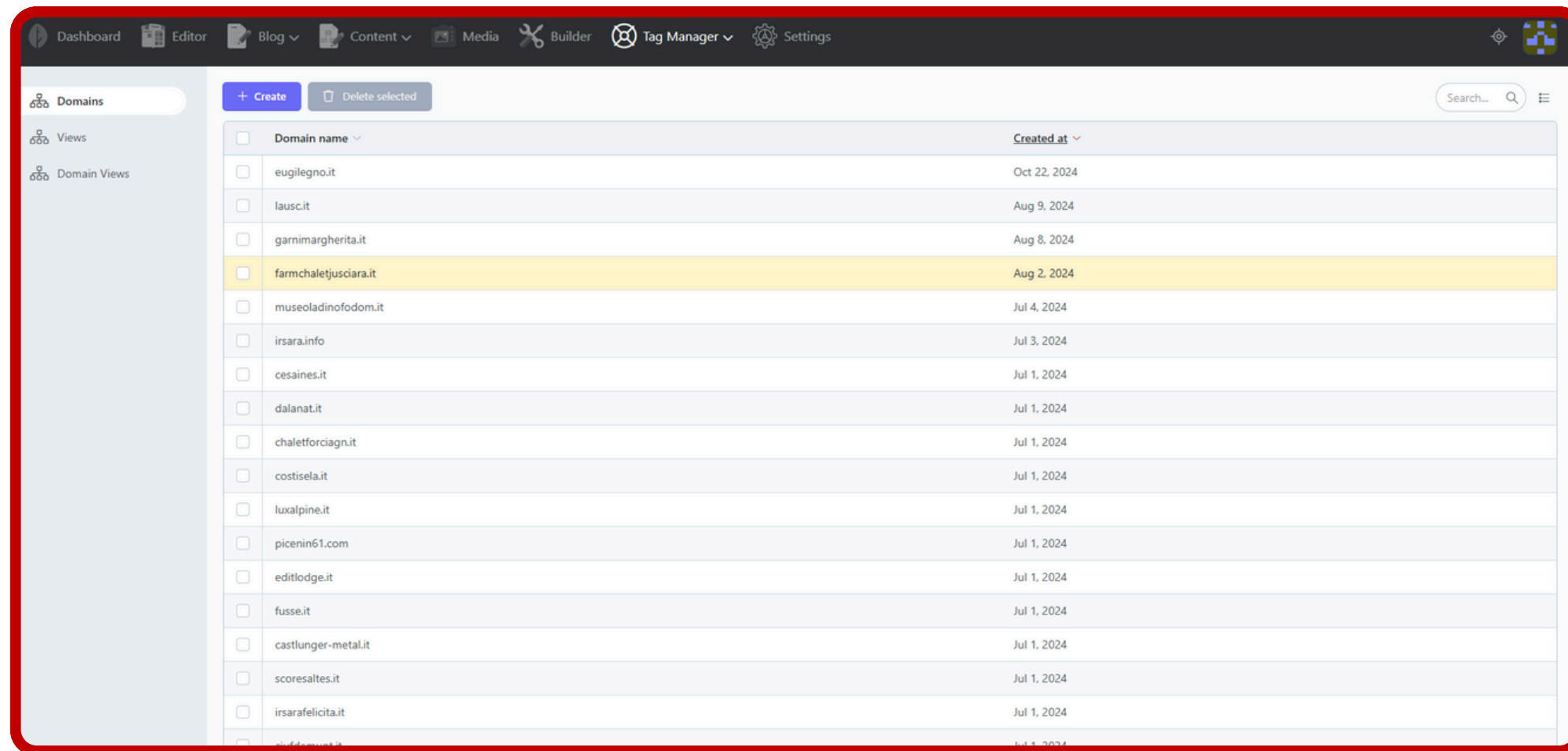
**important limitations on re-use and re-distribution
(opensource paradox?)**

**things are changing: now on github at no cost
WinterCMS?**

after a year this was the right choice for our needs

QBUS TagManager

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



QBUS TagManager

Script templating

+ Create Delete selected	
<input type="checkbox"/>	Name ▾
<input type="checkbox"/>	Google Analytics 4
<input type="checkbox"/>	YouTube Video
<input type="checkbox"/>	Cookie Consent 2.8.9
<input type="checkbox"/>	Google Tag Manager
<input type="checkbox"/>	Google Ads
<input type="checkbox"/>	Facebook Pixel
<input type="checkbox"/>	Google Tag Manager 2
<input type="checkbox"/>	Google Maps Iframe (without API)
Displayed Records: 1-8 of 8	

Name *	
<input type="text" value="Google Ads"/>	
Parameters *	
Create View's parameters Delete Selected	
<input type="checkbox"/>	Name ▾
<input type="checkbox"/>	aw_id

QBUS TagManager

Categorization

Google Analytics 4

Parameters •

Create View's parameters Delete Selected

<input type="checkbox"/>	Name ▼
<input type="checkbox"/>	ga_id

Cookiebanner category

Create Cookiebanner category Link Cookiebanner category Unlink

Name

analytics

Cookie preferences ✕

Cookie usage 🚫

I use cookies to ensure the basic functionalities of the website and to enhance your online experience. You can choose for each category to opt-in/out whenever you want. For more details relative to cookies and other sensitive data, please read the full [privacy policy](#).

- ▼ Strictly necessary cookies
- ▼ Marketing Cookies
- ▼ Analytics cookies

QBUS TagManager

Target HTML tags or HTML IDs

View
YouTube Video
Position
#video
Position detail
prepend
<input checked="" type="checkbox"/> Active

QBUS TagManager

REST API based



caching + multilanguage

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!