

CASE STUDY



# From In-House CMP To Continuous Compliance Monitoring Across 50+ Countries

How BSH freed up engineering capacity  
and closed compliance blind spots

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## From internal tooling to full visibility

BSH Hausgeräte had an internal CMP that covered their core consent needs. But as their digital footprint grew, so did the benefits of moving to a dedicated solution. Switching to consentmanager gave their team deeper compliance visibility, continuous monitoring, and the ability to redirect engineering capacity back to their core product.

## About BSH Hausgeräte

BSH Hausgeräte GmbH is one of the world's leading home appliance manufacturers, operating 10 brands including Bosch, Siemens, Gaggenau, NEFF, Thermador, Balay, Constructa, Pitsos, Profilo, and Junker across more than 50 countries. Managing a complex digital presence at that scale means constant infrastructure needs to work without creating engineering debt or compliance blind spots.

Industry

Consumer Electronics / Manufacturing

Country

Germany (global operations)

Previous setup

Internally developed CMP

Use case

CMP, Compliance Monitor, compliance visibility



## Why BSH made the switch

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### Maintenance overhead was growing

Keeping an internal CMP current with regulation and TCF changes required ongoing **developer resource that was harder to justify** as the roadmap grew.

### Actionable compliance reporting was missing

There was no structured way to **surface gaps, prioritize fixes, or track progress** across BSH's global digital properties.

### Visibility into the full data flow was limited

Without continuous scanning, the team couldn't easily see **which cookies and vendors were active across their sites** or whether they required consent.

### A dedicated solution offered more

Moving to consentmanager meant gaining capabilities the internal tool wasn't designed to provide, **without the overhead of building them.**

## Key results

10 brands

Bosch, Siemens, Gaggenau, NEFF,  
Thermador, Balay, Constructa,  
Pitsos, Profilo, and Junker  
managed from one platform

50+ countries

covered under a unified  
consent and compliance  
framework

100%

in-house CMP maintenance  
eliminated after migration to  
consentmanager

"We weren't solving a problem, we were making a smart upgrade. consentmanager brought capabilities we couldn't justify building in-house, and took the maintenance burden completely off our plate."

**Marc Hofer**  
BSH Hausgeräte



## The solution

### Fast, reliable consent delivery

Semi-automatic (async) code loading keeps consent delivery to **under 200 milliseconds**, with no blocking impact on page rendering.

EU-based servers with CDN coverage across regions mean **consent signals are handled close to the user**, across BSH's global markets.

Page timing analysis in the Compliance Monitor surfaces additional scripts affecting load times, helping the team **improve overall site performance** beyond consent alone.

### Deeper compliance visibility

The Compliance Monitor gives BSH's team **continuous visibility** into which cookies and vendors are active across their sites, with no manual scanning required.

The vendor tree maps which tags and scripts call which downstream providers, giving the team a **clear picture of their full data flow** across all brands.

Actionable issue reports surface what needs attention, why it matters, and how to fix it, so the **team can act with confidence**.

### Engineering capacity, redirected

By moving to a dedicated CMP, BSH's engineering team **no longer needs to allocate time** to consent infrastructure, **freeing capacity** for core product development.

Continuous automated scanning handles compliance monitoring without manual input, with configurable alerts **notifying the right teams as new issues arise**.

consentmanager's database of **3 million categorized cookies and 2,500 vendor profiles** means cookie identification runs automatically, with no internal maintenance required.

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for your setup.

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compliance at scale easy.

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