aiSure™

Case Study: SUSTAIND

The Problem

A typical mid-sized manufacturer operates in multiple countries and must comply with local environmental, health and safety, chemicals, energy, and reporting regulations. These requirements change constantly and often without centralized notice. The EU alone publishes new regulations and amendments at a pace measured in dozens per week, and national legislators add further layers on top.

Consider a single change: a country tightens an emissions threshold or amends a chemical labeling requirement. If the plant learns about it too late, the consequences can include fines, withdrawn permits, production stoppages, being unable to import or export the product, loss of revenue, loss of ISO certifications, and even personal liability for managers and compliance officers. Yet most companies still rely on spreadsheets and annual expert reviews, built for an era when relevant changes arrived a few times per year. Even the best traditional compliance registers deliver data, but no guarantee. If an update is missed, the company carries the full risk alone. What such a company needs is daily global legal monitoring.

The Challenge

International organizations must stay on top of legal changes across many countries and jurisdictions. Managing this process manually could be time-consuming and resource-intensive. However, the difficulty is not only monitoring these changes, but also determining which ones are relevant to the business and which can be safely disregarded.

While not every regulatory update requires action, missing a relevant change can create significant legal, financial, and reputational risks. The key challenge is to remain compliant while operating efficiently and without the need for large compliance teams.

Equally important is the question of accountability. If the software is wrong, who is ultimately responsible? Without a credible answer to the liability question, adoption in safety-critical processes remains limited, even when the technology is superior.

The Solution
Sustaind provides daily global legal monitoring across 120+ countries and creates a relevant legal register for your company. Customers define their locations, activities, and permits once during onboarding, and the system continuously identifies applicable laws and routes regulatory changes to the responsible owners.

In the scenario above, the amended emissions threshold is captured on the day of publication, matched to the affected plant, translated into a specific obligation, and assigned to the local compliance owner, while headquarters retains full visibility. The register updates daily and produces an audit-ready evidence trail meeting ISO 9001, 14001, 45001, 50001, and 27001.

The decisive step goes beyond technology. Sustaind's monitoring comes with a contractual performance warranty: if the system misses a relevant legal change within the committed response time and the customer suffers a demonstrable loss, Sustaind compensates the customer directly. The warranty is backed by Great Lakes, a fully owned Munich Re subsidiary. This marks a fundamental shift in AI for compliance. Instead of only automating the work while the customer retains all risk, Sustaind assumes a defined share of responsibility. This transforms Sustaind from a software subscription into a warranty-backed compliance product, lowering the adoption barrier for a domain long considered "too critical for AI." Today, 110+ companies rely on Sustaind.

About Sustaind
Sustaind GmbH, headquartered in Bielefeld, offers an AI-supported SaaS solution for legal register and compliance monitoring. The platform enables companies to record and track relevant legal requirements in more than 120 countries automatically and on a daily basis.

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