Technology & Outsourcing

Practice area under Digital, Tech & Commercial

Technology is central in shaping our future and it is therefore paramount to safeguard the legal as well as technological aspects of selling, purchasing and using IT. We tailor our advice to our clients' specific needs vis-à-vis the newest technology.

At a time when technologies such as cloud and artificial intelligence are transforming all industries, it is critical for any business to combine the use of these technologies with solid legal understanding and support, contractual as well as regulatory. Robust and well-thought-out IT contracts play a key role in ensuring that technology investments deliver the expected value and effectively support companies' business goals.

For IT buyers, this applies from the initial planning and selection of technology partners to contract negotiation and project implementation. It is crucial that each phase is managed with careful consideration of technical, commercial and legal aspects. This not only contributes to the success of the project, but also to ensuring compliance and optimal risk management.

For IT salespeople, it is also important to understand the customer's needs, what is delivered, and the customer's own contribution in this context.

Our experience is wide-ranging and includes, among other things, special expertise in advising financial companies which often face complex regulatory requirements when outsourcing IT and technology services. Together with technology partners such as RISMA Systems, we have developed innovative solutions that support financial firms in navigating these regulatory landscapes.

By focusing on advice tailored to our clients' unique needs and commercial goals, clients are able to navigate the technology landscape with greater confidence. Legal advice in IT projects is not only about avoiding potential pitfalls, but also about taking full advantage of opportunities so that each technology investment maximizes its value and contributes positively to the client's long-term business strategy.

E-commerce

Our team has extensive experience in advising clients on all legal aspects of e-commerce. The regulation of e-commerce is complex and closely connected with data protection, marketing and consumer law etc. We provide end-to-end advisory services that take into account the various related issues.

Our advisory services are typically centred on the client’s specific e-commerce project and we, thanks to our highly specialised legal knowledge, are in a position to produce solid, useful draft solutions.

We regularly assist Danish and international clients with the following:

- general e-commerce compliance
- review of order flows
- implementation of e-commerce solutions
- workshops on legislation and regulation
- sounding-board activities in connection with new business models
- handling of communication and disputes with competitors and authorities

- preparation of business conditions as well as privacy and cookie policies

We are the preferred advisor to a range of clients because we offer “full” e-commerce compliance. We assist our clients in planning legal e-commerce solutions and advise on individual issues, prepare draft agreements and draw up compliance programmes that require detailed knowledge of the industry.

IT contracts

Effective IT contracts are the foundation of any technological investment, ensuring clear agreements and alignment of expectations between all parties. This is crucial to avoid misunderstandings, maximise the investment's return, manage risks, and secure the desired technological innovation.

IT contracts cover a broad range of agreements, from standard software purchases to bespoke development projects. It is essential that each contract accurately reflects the specific nature and complexity of the service or project to avoid future conflicts and strengthen collaboration between the parties involved.

By establishing clear frameworks for usage rights, liability allocation, and consequences of non-compliance, IT contracts ensure that both the customer’s and the supplier’s expectations and rights are clearly defined. This is particularly relevant in license and SaaS agreements, where the scope of usage rights must cover both current and potentially future needs to prevent and avoid disputes.

It is crucial that agreements concerning operations, hosting, support, and maintenance precisely stipulate who has which obligations and the consequences if these are not fulfilled. For instance, a Service Level Agreement (SLA) can set measurable performance targets and the penalties that apply if these targets are not met.

For development and implementation projects, the choice of project methodology (such as waterfall, agile, or a hybrid model) is critical to the project's success. This decision should be supported by a contract that clearly reflects the chosen methodology and the legal framework ensuring the project's execution and success.

By focusing on creating clear and targeted IT contracts, a client's business can navigate the technological landscape more securely and achieve the best results from their technological investments – while minimising risks and strengthening collaborative relationships.

Outsourcing

Outsourcing is a crucial strategic decision that can optimise operations and innovation within a company. Proper management and structuring of this process are essential to achieve the desired outcomes.

The outsourcing process involves more than merely transferring functions and services; it requires a deep understanding of both technical and commercial dynamics. A successful outsourcing arrangement balances the need for the client’s control over the outsourced services with the provider’s need for flexibility. It also ensures alignment between the pricing model and the value of the services delivered.

A thorough and operational outsourcing contract is not a document to be filed away but an active tool that supports the business case throughout the collaboration period. Therefore, the outsourcing contract must be meticulously crafted to ensure it supports both daily operations and long-term strategic goals.

The success of an outsourcing arrangement heavily depends on three factors: Firstly, it is vital that both the client and provider are clear and transparent about

their expectations regarding services, scope, pricing, and quality from the outset. Secondly, both the client's and provider's organisations must be robust enough to handle the transition and collaboration effectively. Lastly, an effective organisation and governance are crucial for monitoring and adapting the collaboration in line with changes in the client's business.

Ensuring these elements from the start of the procurement or tendering process and throughout the contract's lifespan can be challenging, but it is essential to maximise the value of outsourcing for the company. Proper management ensures that both the financial aspects and the quality of the delivered services meet expectations and support strategic objectives.

Case News 13.10.2026

Flying Tiger Copenhagen expands into Romania, Bulgaria and Croatia

Case News 13.05.2026

Flying Tiger Copenhagen expands into the Western Balkans

Case News 01.05.2026

Plesner advises Netcompany on sponsorship agreement with Netcompany INEOS Cycling Team

Case News 28.01.2026

General Atomics Aeronautical Systems sells eight MQ-9B Unmanned Aircraft Systems to Germany via the NATO Support and Procurement Agency (NSPA)

Case News 12.12.2025

ACS Armoured Car Systems' ENOK AB (Airborne) tactical vehicles to be delivered to the Danish Armed Forces

Case News 23.10.2025

Demant to sell Oticon Medical to Impilo

Case News 26.09.2025

Flying Tiger Copenhagen expands into Thailand

Case News 05.09.2025

Flying Tiger Copenhagen expands into Malaysia

Case News 14.08.2025

General Atomics Aeronautical Systems, Inc. sells four MQ-9B Unmanned Aircraft Systems to Denmark via the NATO Support and Procurement Agency (NSPA)

Case News 06.12.2024

Flying Tiger Copenhagen expands into Australia

Case News 25.06.2024

Plesner advises Flying Tiger Copenhagen in connection with its expansion into Vietnam

Case News 14.06.2024

Flying Tiger Copenhagen expands into Singapore



Bodil Maria Hald
Attorney-at-Law,Partner

Mobile +45 24 52 40 57
Direct +45 36 94 23 70
Email bmh@plesner.com



Jacob Ørskov Rasmussen
Attorney-at-Law,Partner

Mobile +45 30 93 71 76
Direct +45 36 94 11 94
Email jor@plesner.com



Michael Hur Bertelsen
Attorney-at-Law,Partner, LL.M.

Mobile +45 29 99 31 08
Direct +45 36 94 12 54
Email mbe@plesner.com



Niels Chr. Ellegaard
Attorney-at-Law (L), Partner

Mobile +45 29 99 30 71
Direct +45 36 94 12 68
Email nce@plesner.com



Tina Brøgger Sørensen
Attorney-at-Law (L), Partner

Mobile +45 30 90 19 38
Direct +45 36 94 23 66
Email tibs@plesner.com



Cæcilie Maahr Hansen
Attorney-at-Law,Director

Mobile +45 24 59 10 09
Direct +45 36 94 13 57
Email cmn@plesner.com



David van Boven
EU Lawyer,Director

Mobile +45 21 94 76 97
Direct +45 36 94 21 87
Email dvb@plesner.com



Emil Agerskov Thuesen
Attorney-at-Law,Director

Mobile +45 20 56 07 69
Direct +45 36 94 24 74
Email emat@plesner.com



Ethan Aaron Shippen
Attorney-at-Law

Mobile +45 51 52 96 28
Direct +45 36 94 24 17
Email eaas@plesner.com



Ingrid Chalmer Sørensen
Attorney-at-Law

Mobile +45 21 94 04 00
Direct +45 36 94 24 38
Email icrn@plesner.com



Jacob Falsner
Attorney-at-Law (L), Senior Counsel,PhD

Mobile +45 30 93 71 59
Direct +45 36 94 11 80
Email jfa@plesner.com



Jakob Schmidt Jensen
Attorney-at-Law,Manager

Mobile +45 23 61 30 89
Direct +45 36 94 14 09
Email jej@plesner.com









Joachim Winkelmann
Attorney-at-Law

Mobile +45 30 90 21 97
Direct +45 36 94 11 29
Email jowi@plesner.com

Kasper Troelsen
Attorney-at-Law,Director

Mobile +45 29 81 79 19
Direct +45 36 94 22 44
Email ktro@plesner.com

Katrine Holst Larsen
Attorney-at-Law

Mobile +45 21 94 41 64
Direct +45 36 94 25 11
Email kahl@plesner.com

Magnus Hoffmann Høgsted
Attorney-at-Law

Mobile +45 21 94 67 14
Direct +45 36 94 21 77
Email mahh@plesner.com



Mathias Heldgaard Harbel
Attorney-at-Law,Manager

Mobile +45 51 96 38 80
Direct +45 36 94 21 62
Email mahn@plesner.com



Mia Cecilie Vestergaard
Attorney-at-Law,Manager

Mobile +45 24 59 14 03
Direct +45 36 94 14 96
Email mcjn@plesner.com



Michelle Nørgaard Hjorth
Attorney-at-Law

Mobile +45 20 12 07 93
Direct +45 36 94 11 09
Email mnhh@plesner.com



Niklas Dybro Jensen
Attorney-at-Law,Manager

Mobile +45 61 42 18 64
Direct +45 36 94 13 34
Email ndj@plesner.com



Rasmus Møller Erlandsen
Attorney-at-Law,Manager

Mobile +45 30 90 48 95
Direct +45 36 94 24 13
Email ramn@plesner.com



Rasmus Viktor Refsing Nielsen
Attorney-at-Law

Mobile +45 21 86 63 02
Direct +45 36 94 23 39
Email rarn@plesner.com