

Luther.

Digital business models

The digital revolution is in full swing and has brought about major changes to almost all the companies and sectors in the economy. The direct networking of different stakeholders through digital technologies, the interaction between humans and learning machines and an increase in automation of processes are challenging traditional business models. The digital-based development of new products and services but also distribution and logistics need new business models. Luther can support companies that wish to reorganise their digital business models by providing advice on all legal issues arising from the increasingly more complex national and international regulations.



We can advise already in the initial phase on how to integrate a digital business model and on the validation of this model in management and organisational structures and provide an assessment of the relevant national and international regulations. To this end, we use our proven cluster models for categorisation and classification purposes.

- E-commerce business models: distributing physical and digital products using digital channels
- Licence and data business model: connecting at least two parties via a platform for the purpose of distributing licensed products (e.g. Google, Apple)
- Intermediary-based business model: creating added value by means of enhanced market access and market transparency through an intermediary (e.g. MyTaxi, trivago.de, comatch.de)
- Digital publishing: publishing digitally, without any printed editions

Each of these clusters involves specific legal challenges, which we evaluate using a holistic approach by combining multiple areas of practice.

Our services (excerpt)

- Developing a legally compliant concept and contractual structure for the digital business model that fits your company
- Providing antitrust and competition law advice when designing and implementing business models, taking into account the national and international framework conditions
- Analysing, defining and amending your contractual structures to ensure they reflect the digitalisation of processes in a legally compliant manner
- Providing data protection advice along the entire chain of processes involved in the business model
- Reviewing, amending and designing the contractual basis of the entire distribution network, including agency, authorised dealer and franchise agreements and general terms and conditions for distribution models
- Implementing a company's own digital distribution activities through, for example, online shops, apps or digital market places to conform with all applicable laws and regulations
- Structuring and implementing quality and compliance management systems

The service components described above are generally defined in more detail in workshops that are attended by the business areas involved, lawyers from Luther and our digital business model experts.

Our team

Our advisory and digital services depend on the entrepreneurial goals of our clients. At Luther, our lawyers and our process and digital experts cooperate closely, so that our clients receive the best possible integrated services in all areas of the law that are relevant to the matter.

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Our digital expertise

Luther was named law firm of the year in 2019 by the German legal publisher JUVE and also holds the title "Digital Law Firm 2020". In 2019, we received the PMN Management Award for our collaboration platform.

