

# How Big is Your Negotiation Data?

The term “big data” as it relates to contract management generally refers to data that is so large or complex that it cannot be processed by any traditional means, ContractRoom says in **an article** published on its website.

New technology allows for the analysis of this big data and this is changing the way business is being done. This is because the information generated by the analysis is leading to greater operational efficiency, cost reduction and reduced risk.

The article addresses methods of handling and analyzing big data.

**Read the article.**