

# Big Data and Its Impact on Legal Practice

## Location

Webcast

## Date & Time

Start Date: 06/30/2014

Start Time: 12:30 p.m.

End Time: 1:30 p.m.

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A staggering amount of data is created each day. In the past several years, computer scientists have developed powerful ways to harness this incredible volume of data for all sorts of purposes, including marketing and business intelligence. Because technology developments are making it easier to derive value from analyzing data, sophisticated businesses are focusing more than ever on data analytics. The “big data” derived from these analytics can be used for a variety of purposes such as improving customer service, analyzing competition, monitoring customer markets, targeting advertising, and expediting product innovation. But, most often, the overriding goal is to generate more revenue for the business. This monetization of data is fueling a big data explosion. Yet, for many lawyers who represent these businesses, big data remains a vague and confusing concept.

Attend this CLE webcast on big data to learn what it is, why it is important in today’s business environment, and why it is a big deal for the legal profession. Taught by an experienced trial lawyer and litigator with a detailed, hands-on understanding of technology and e-discovery issues, this timely webcast provides you with a fundamental background in big data so you can help clients better navigate legal pitfalls.

For more information, click [here](#).

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## ATTORNEYS



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