

# PACKAGED DATA MODELS

"As one executive explained to us, "the acquisition of a [packaged data model] was one of the key strategic things his organization did to gain quick results and long-term success" for the business."

A **universal data model** is a generic or template data model that can be reused as a starting point for a data modeling project.

- There is a lot of benefit it using a universal data model (packaged data model) for various reasons like saving time, money, resources, less bugs.
- They still require lots of work but its almost like a jump start