

CatalogDNA

The vault of catalog masters

Methodology catalogs sprawl. The same content ends up in four systems with no record of which copy is authoritative, who owns it, or whether it may be sold. CatalogDNA is the vault: every catalog is versioned, hashed and provenance-tracked, and every consumer copies a release rather than the master.

WHAT IT DOES

- Immutable, numbered releases — a project always knows which version it was built from
- Provenance as a field: origin, rights holder, what it was derived from, and whether it may ship in a commercial product
- A content hash per release, so "are these two copies the same?" takes a second to answer
- One content tree at any depth, with per-catalog level naming — End-to-End or Value Stream, your vocabulary
- Publication history: which release went to which system, and the hash of exactly what was sent
- Release-to-release diff, so you can see what actually changed

Who it is for. Anyone maintaining reusable process catalogs across more than one system.