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# General



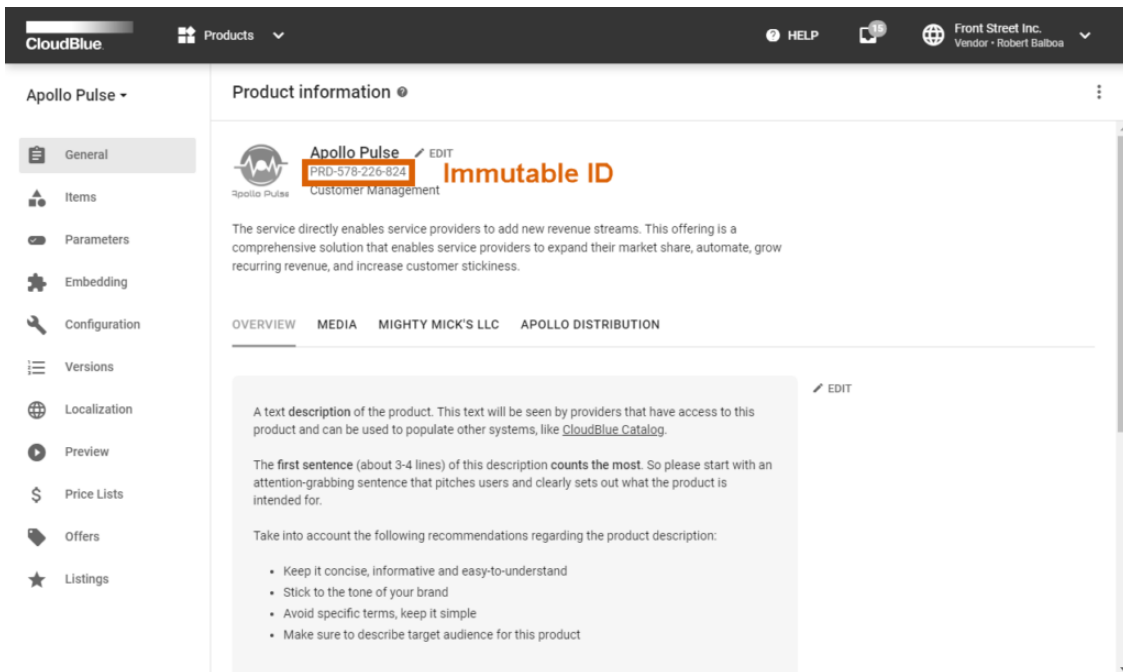
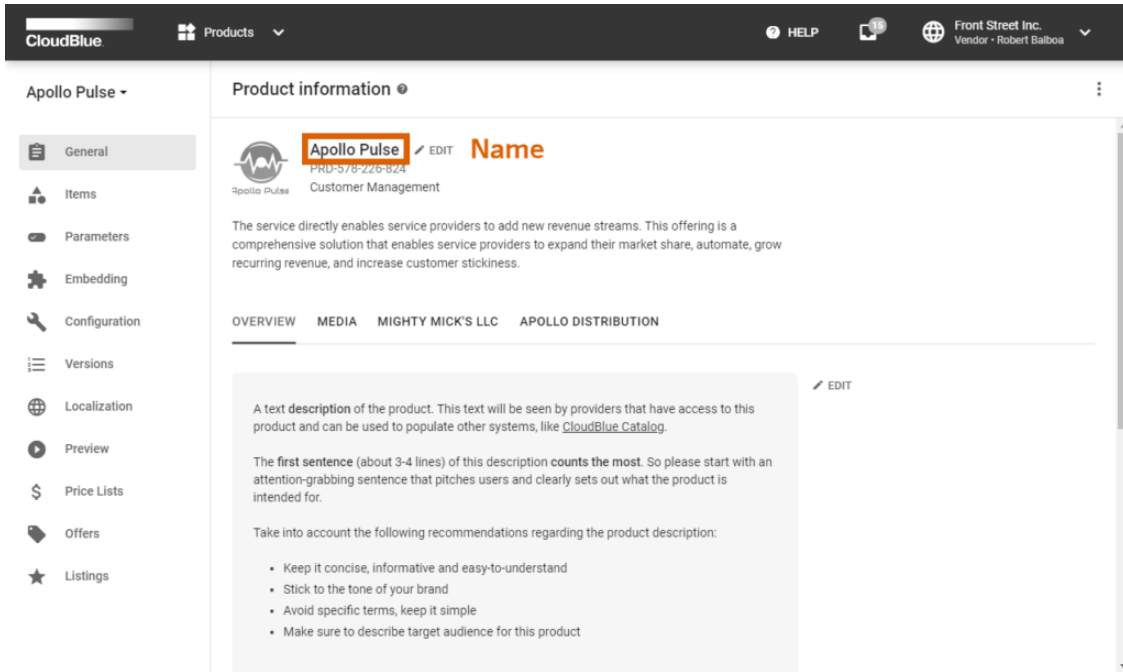
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Auto-generated at July 16, 2024

## Introduction

The following describes general product attributes, such as a product name, category, id, and description. Furthermore, note that presented general attributes are versioned and localized.

The *General* section of your selected product profile page allows configuring the following attributes:

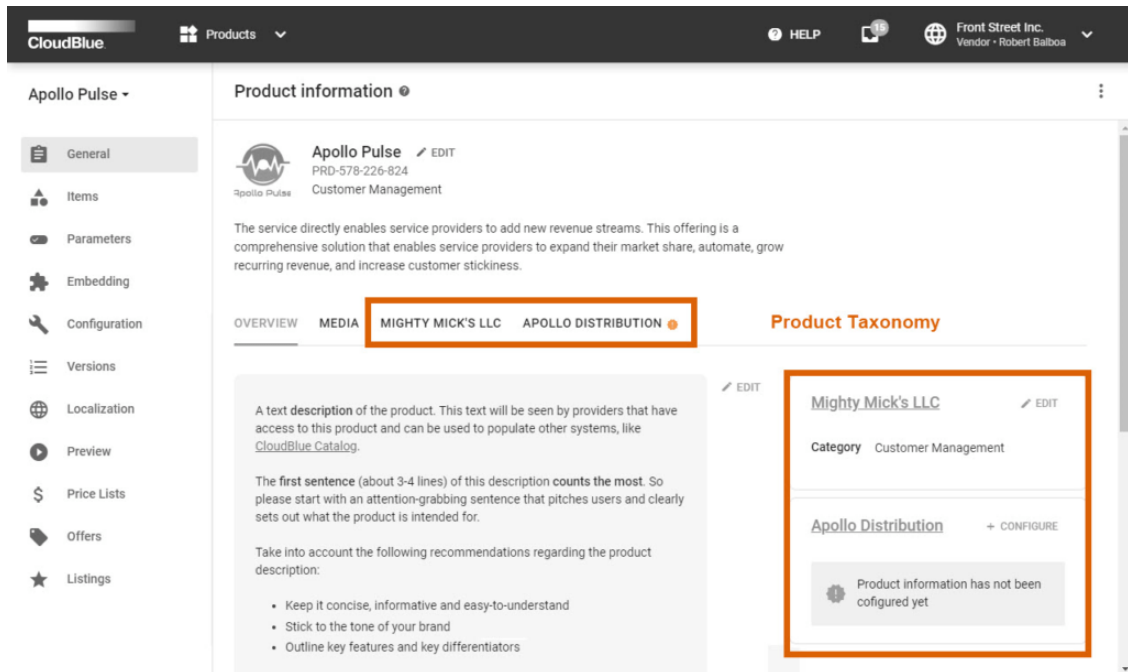


The screenshot shows the CloudBlue interface for the 'Apollo Pulse' product. The top navigation bar includes the CloudBlue logo, a 'Products' dropdown, and user information for 'Front Street Inc. Vendor - Robert Balboa'. The left sidebar lists various product management options: General, Items, Parameters, Embedding, Configuration, Versions, Localization, Preview, Price Lists, Offers, and Listings. The main content area is titled 'Product information' and features the product logo, name 'Apollo Pulse', ID 'PRD-578-226-824', and the category 'Customer Management' (highlighted with a red box). Below this is a description of the service and a list of recommendations for the product description.

This screenshot shows the same CloudBlue interface, but with the 'Logo' section highlighted by a red box. The product details and description are identical to the first screenshot. The 'Logo' section is positioned above the product name and ID. The rest of the page layout, including the sidebar and navigation, remains the same.

The screenshot shows the 'Product information' page for 'Apollo Pulse'. The left sidebar contains navigation options: General, Items, Parameters, Embedding, Configuration, Versions, Localization, Preview, Price Lists, Offers, and Listings. The main content area shows the product name 'Apollo Pulse' with ID 'PRD-578-226-824' and category 'Customer Management'. A text box for the 'Short Description' is highlighted with an orange border, containing the text: 'The service directly enables service providers to add new revenue streams. This offering is a comprehensive solution that enables service providers to expand their market share, automate, grow recurring revenue, and increase customer stickiness.' To the right of this box is a 'Short Description' label. Below the description are tabs for 'OVERVIEW', 'MEDIA', 'MIGHTY MICK'S LLC', and 'APOLLO DISTRIBUTION'. A larger text area below contains instructions for writing a product description, including a list of recommendations: 'Keep it concise, informative and easy-to-understand', 'Stick to the tone of your brand', 'Avoid specific terms, keep it simple', 'Make sure to describe target audience for this product', and 'Outline key features and key differentiators Please keep in mind that maximum allowed'. An 'EDIT' link is visible next to the text area.

This screenshot is similar to the one above, showing the 'Product information' page for 'Apollo Pulse'. In this view, the 'OVERVIEW' tab is highlighted with an orange box. The 'Short Description' text is also present but not highlighted. The rest of the page content, including the sidebar, product details, and the larger text area with recommendations, remains the same as in the first screenshot.



The screenshot shows the 'Product information' page for 'Apollo Pulse' (PRD-578-226-824) in the 'Customer Management' category. The interface includes a left-hand navigation menu with options like General, Items, Parameters, Embedding, Configuration, Versions, Localization, Preview, Price Lists, Offers, and Listings. The main content area is divided into 'OVERVIEW', 'MEDIA', 'MIGHTY MICK'S LLC', and 'APOLLO DISTRIBUTION'. The 'MIGHTY MICK'S LLC' section is highlighted with an orange box. Below it, there is a text description field with instructions on how to write a compelling first sentence and a list of recommendations: 'Keep it concise, informative and easy-to-understand', 'Stick to the tone of your brand', and 'Outline key features and key differentiators'. To the right, the 'Product Taxonomy' section is also highlighted with an orange box, showing 'Mighty Mick's LLC' with an 'EDIT' link, 'Category: Customer Management', and 'Apollo Distribution' with a '+ CONFIGURE' link. A message at the bottom of the taxonomy section states 'Product information has not been configured yet'.

## Name

This attribute represents a product name. The system prompts Vendors to select a name before creating a product object on the CloudBlue Connect platform.

## Immutable ID

Immutable ID, as the name describes, is a product identification on the Connect platform. This ID is assigned by the system and it cannot be changed or edited for the entire life of the product object.

## Category

This attribute represents a product category. The system also prompts Vendors to specify a category before creating a product object on the Connect platform. Provided categories vary from AI and Machine Learning to Office Productivity and Sales. Furthermore, note that your product will be displayed under specified category within the CloudBlue Catalog.

Make sure that your product is always listed in the right category of products. In case your product categorized correctly, this can tremendously boost up your product visibility. In other words, your customers will be able to find without any issues on specified marketplaces and consequently buy it.

## Logo

The Logo attribute, as the name suggests, define your product logotype. It is recommended to use an image in the PNG format with transparent background.

## Short Description

This attribute represents a brief description of your product. In general, it is used to describe a product's value to Distributors and Resellers. Furthermore, this attribute may display main product features and problems the product solves.

## Overview

This attribute contains a description that usually introduces a product, explains its purpose and present details around features. In addition, this section usually describes how customers can benefit from product and provides technical information and other important product details. Note that provided description should support the markdown text formatting.

## Product Taxonomy

In case Distributors define attributes, group of attributes, classes and categories by using the Product Information Management module on the Connect platform, Vendors can use the provided templates to specify required product taxonomy data. Your product specifications can be crucial for your product visibility within the selected marketplace.

The system displays a specific warning icon and a corresponding notification next to your Distributor name in case product taxonomy configuration is required. Refer to the Taxonomy article for more details.