

[Documentation](#) → [Modules](#) → [Products](#) →

# General



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Auto-generated at October 27, 2021

## Overview

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.

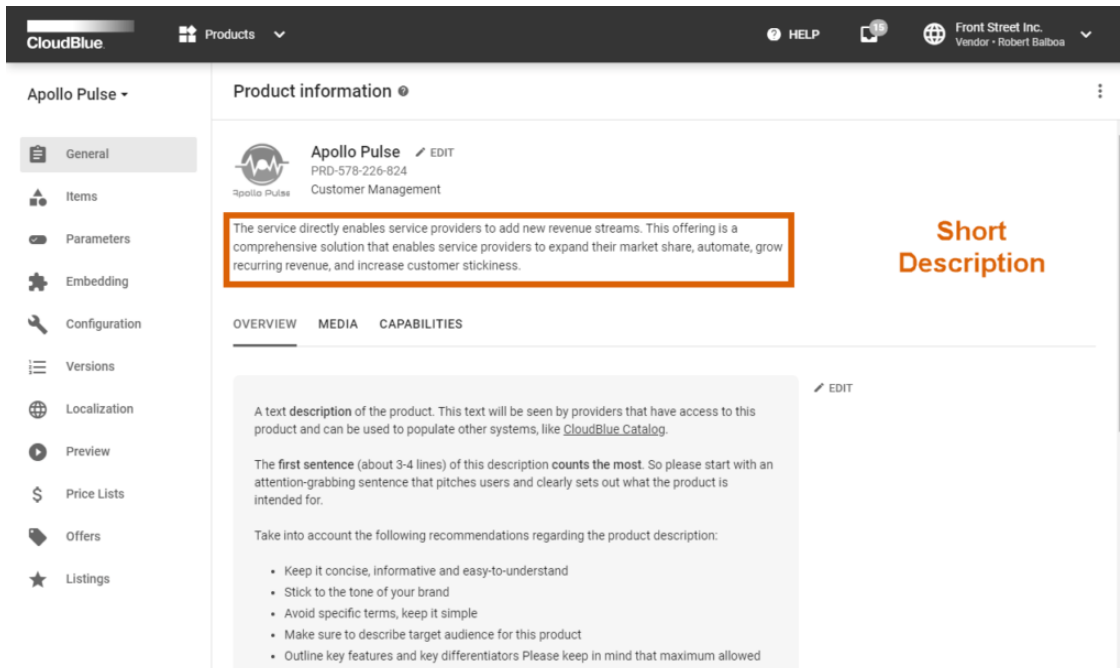
General product attributes consist of the following:

The screenshot shows the 'Product information' page for 'Apollo Pulse'. The 'Name' attribute is highlighted with an orange box. The product ID is 'PRD-5/8-226-824'. The category is 'Customer Management'. The description is: '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.' The 'OVERVIEW' tab is selected. Below the description, there are instructions and recommendations for writing the product description.

The screenshot shows the 'Product information' page for 'Apollo Pulse'. The 'Immutable ID' attribute is highlighted with an orange box. The product ID is 'PRD-5/8-226-824'. The category is 'Customer Management'. The description is: '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.' The 'OVERVIEW' tab is selected. Below the description, there are instructions and recommendations for writing the product description.

The screenshot shows the 'Product information' page for 'Apollo Pulse' (PRD-578-226-824). The 'Category' field is highlighted with an orange box and contains the text 'Customer Management'. The page includes a sidebar with navigation options like 'General', 'Items', 'Parameters', 'Embedding', 'Configuration', 'Versions', 'Localization', 'Preview', 'Price Lists', 'Offers', and 'Listings'. The main content area has tabs for 'OVERVIEW', 'MEDIA', and 'CAPABILITIES'. Below the tabs is a text description of the product with an 'EDIT' link.

The screenshot shows the 'Product information' page for 'Apollo Pulse' (PRD-578-226-824). The 'Logo' field is highlighted with an orange box and contains the 'Apollo Pulse' logo. The page includes a sidebar with navigation options like 'General', 'Items', 'Parameters', 'Embedding', 'Configuration', 'Versions', 'Localization', 'Preview', 'Price Lists', 'Offers', and 'Listings'. The main content area has tabs for 'OVERVIEW', 'MEDIA', and 'CAPABILITIES'. Below the tabs is a text description of the product with an 'EDIT' link.



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Apollo Pulse - Product information

**Apollo Pulse** EDIT  
PRD-578-226-824  
Customer Management

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.

**Short Description**

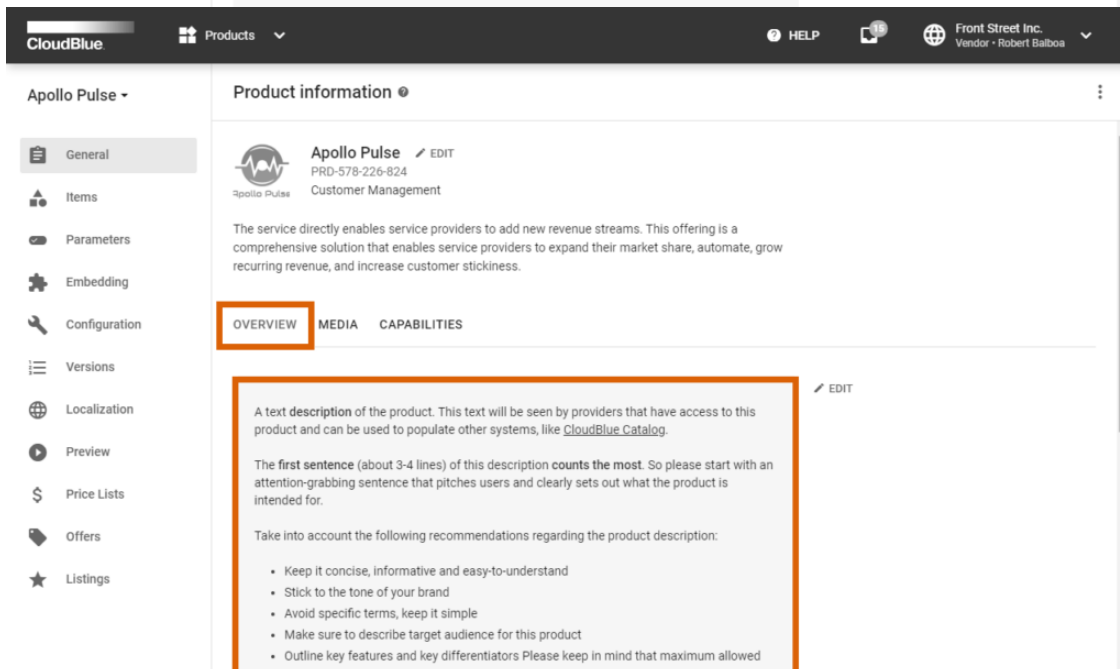
OVERVIEW MEDIA CAPABILITIES

A text description of the product. This text will be seen by providers that have access to this product and can be used to populate other systems, like [CloudBlue Catalog](#).

The first sentence (about 3-4 lines) of this description counts the most. So please start with an attention-grabbing sentence that pitches users and clearly sets out what the product is intended for.

Take into account the following recommendations regarding the product description:

- 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
- Outline key features and key differentiators Please keep in mind that maximum allowed



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Apollo Pulse - Product information

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## 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.