

RAINBOW CRM BRIDGE – ZENDESK CRM DEPLOYMENT GUIDE

Rainbow CRM Bridge



Legal Notice

Alcatel-Lucent Enterprise, ALE International and the Alcatel-Lucent Enterprise logo are trademarks of ALE International. All other trademarks are the property of their respective owners. The information presented is subject to change without notice. ALE International assumes no responsibility for inaccuracies contained herein.

Copyright © 2024 ALE International - All rights reserved.

Index

1	Document History	4
2	Introduction	5
3	Rainbow Subscription & PBX Configuration	6
3.1	Equipment Configuration	6
4	Setting up Integration with Zendesk CRM.....	7
5	Known Limitations	12
6	Troubleshooting	13

1 Document History

Edition	Date	Changes / Comments / Details
01	17/09/2021	Initial Deployment Guide
02	24/11/2021	Section 3 A new section has been added and remaining sections have been renumbered.
03	27/09/2022	Legal Notice has been updated.
04	20/10/2022	Section 5 New section about known limitations has been added.
05	07/11/2023	Legal notice has been updated. Section 6 New section about troubleshooting has been added.
06	13/06/2024	Section 4 An important note about talk enterprise has been added. A screenshot has been added.
07	22/07/2024	Section 4 A note about app file has been added.

2 Introduction

Rainbow CRM Bridge acts as a middleware that connects third party CRMs e.g. ServiceNow, MS Dynamics 365, Zoho, Zendesk etc. with ALE Rainbow. Rainbow CRM Bridge is hosted in ALE Cloud and works inside third-party CRMs as an integrated component.

The integrated version of Rainbow powered by Rainbow CPaaS APIs, eliminates the need of a separate desktop application and brings the power of Rainbow inside the everyday business applications like Zendesk.

Rainbow CRM Bridge uses the CPaaS platform to pull Rainbow user details e.g. Contacts, Conversations and Bubbles. This enables the logged in user to receive Rainbow Calls, Office PBX calls and perform variety of actions including Audio and Video calls.

For more details on Rainbow CRM Bridge, please refer to the datasheet.

3 Rainbow Subscription & PBX Configuration

Before integrating Rainbow CRM Bridge with Zendesk, you must ensure that following configuration requirements related to telephone system are fulfilled. Integration with Zendesk CRM can be achieved without these configurations but they are vital for provisioning of telephony capabilities in Rainbow CRM Bridge.

3.1 Equipment Configuration

Rainbow CRM Bridge supports all available “Server Type” options such as OmniPCX Office (OXO) Connect, OmniPCX Enterprise (OXE) and 3rd Party PBXs. All supported telephone systems along with their supported versions are listed in the below table:

Telephone Systems	Supported Versions
OmniPCX Enterprise (OXE)	v12 or higher
OmniPCX Office (OXO) Connect	R3.x or higher
CISCO Unified Communication Manager (CUCM)	v9.x, 10.x, 11.x, 12.x
Mitel MiVoice	MiVoice 250
NEC	iS3000, iS4000
Asterisk	v11.21.1, v11.21.2, v11.21.3, v16.x, v17.x
OpenScape	OpenScape 4000

'Activate webRTC Gateway' option must be enabled if you intend to use Rainbow CRM Bridge application for VOIP calls. For more information on this, please refer to the following links:

<https://support.openrainbow.com/hc/en-us/articles/360017561039-Manage-a-PBX-Equipment-Associated-to-a-Company>

<https://support.openrainbow.com/hc/en-us/articles/360019337180-WebRTC-gateway-installation-and-configuration-for-third-party-PBX>

For OmniPCX Enterprise and OmniPCX Office Connect, CCCAgent application must be setup. However, for other telephone systems (CUCM, Mitel MiVoice, NEC and Asterisk), Rainbow CTI & Media Bridge application must be setup.

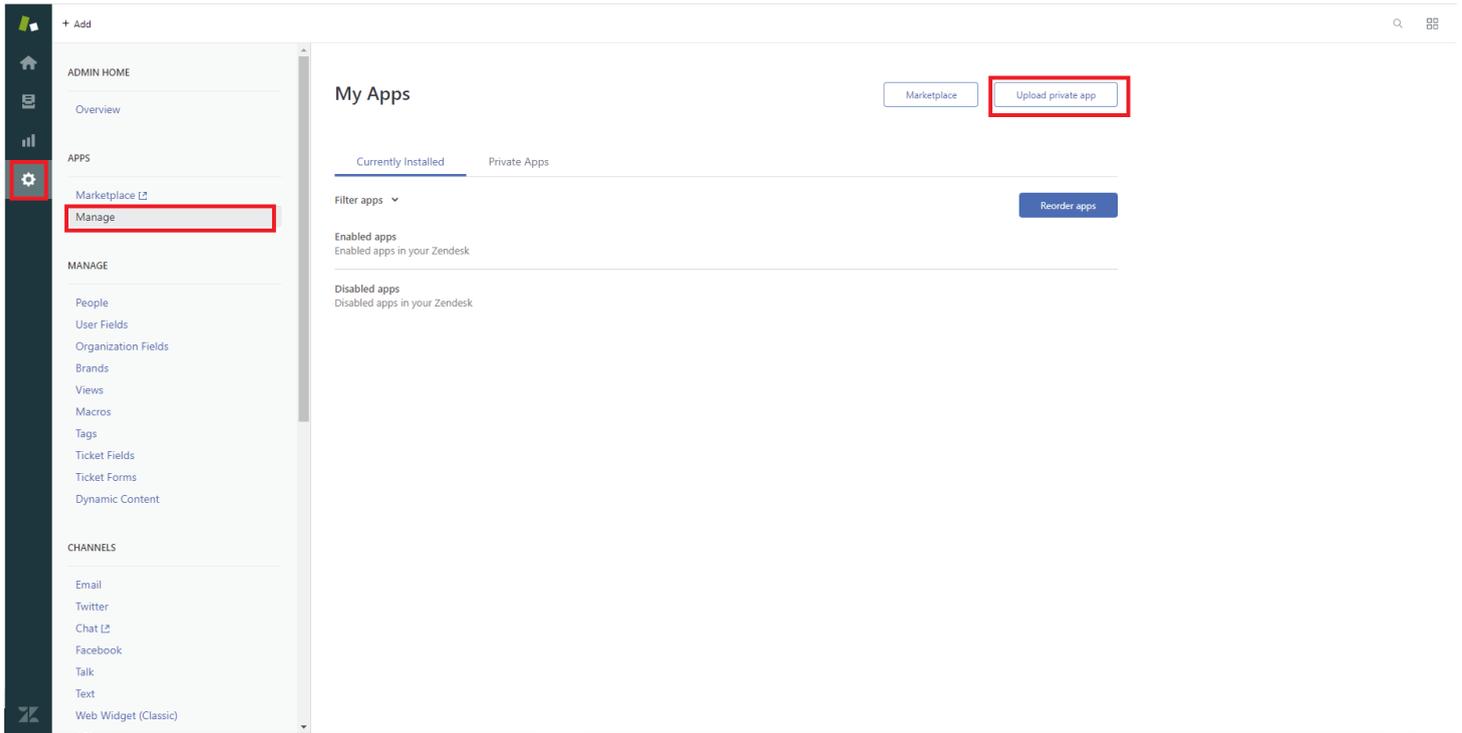
TAPI, CSTA, SIP Trunk and other PBX specific licenses are essential pre-requisite for setting up CCCAgent and Rainbow CTI & Media Bridge application. Please check with your telephone system vendor for licenses status and their activation.

4 Setting up Integration with Zendesk CRM

Open <https://support.zendesk.com/hc/en-us> and login using Zendesk credentials.

It will take you to the home screen. Please click admin  and then click Manage, it will open page in

right panel. Please click  button.

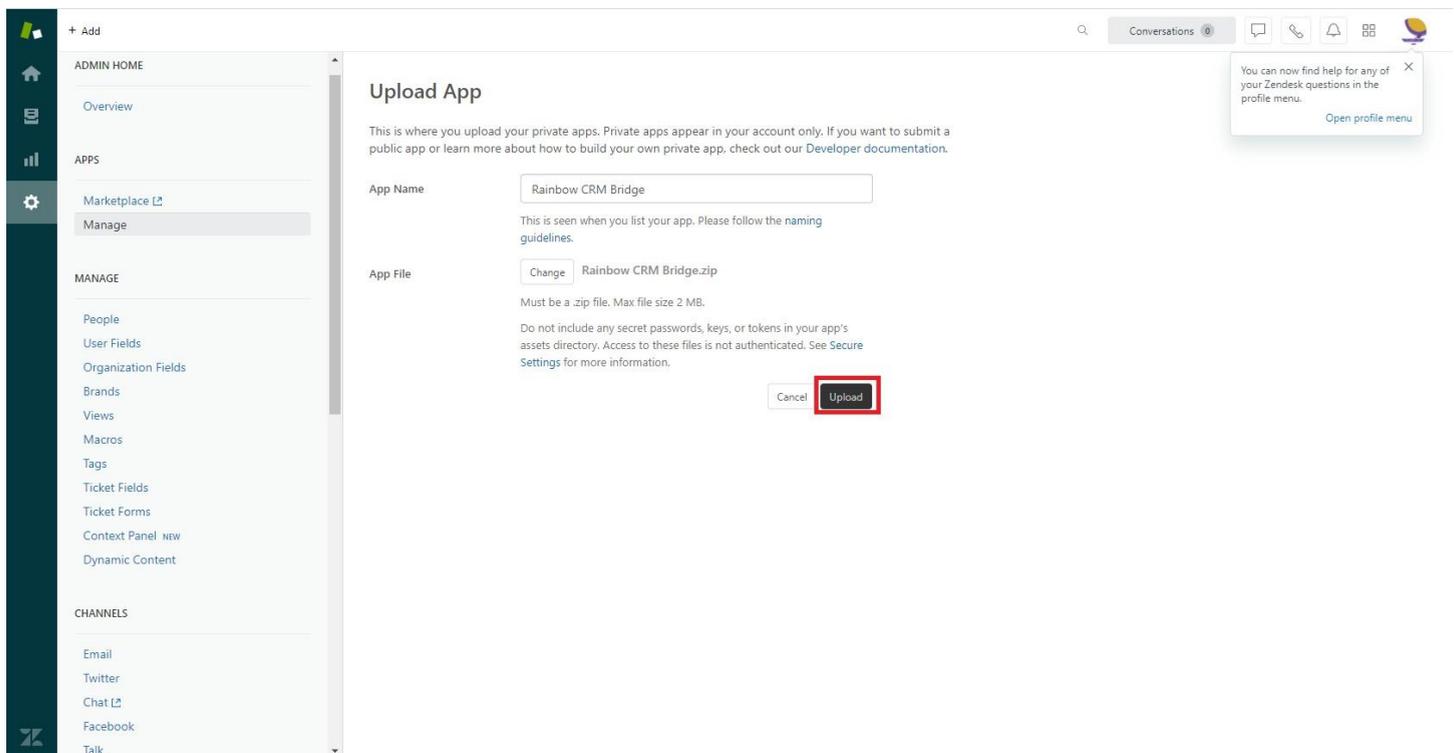
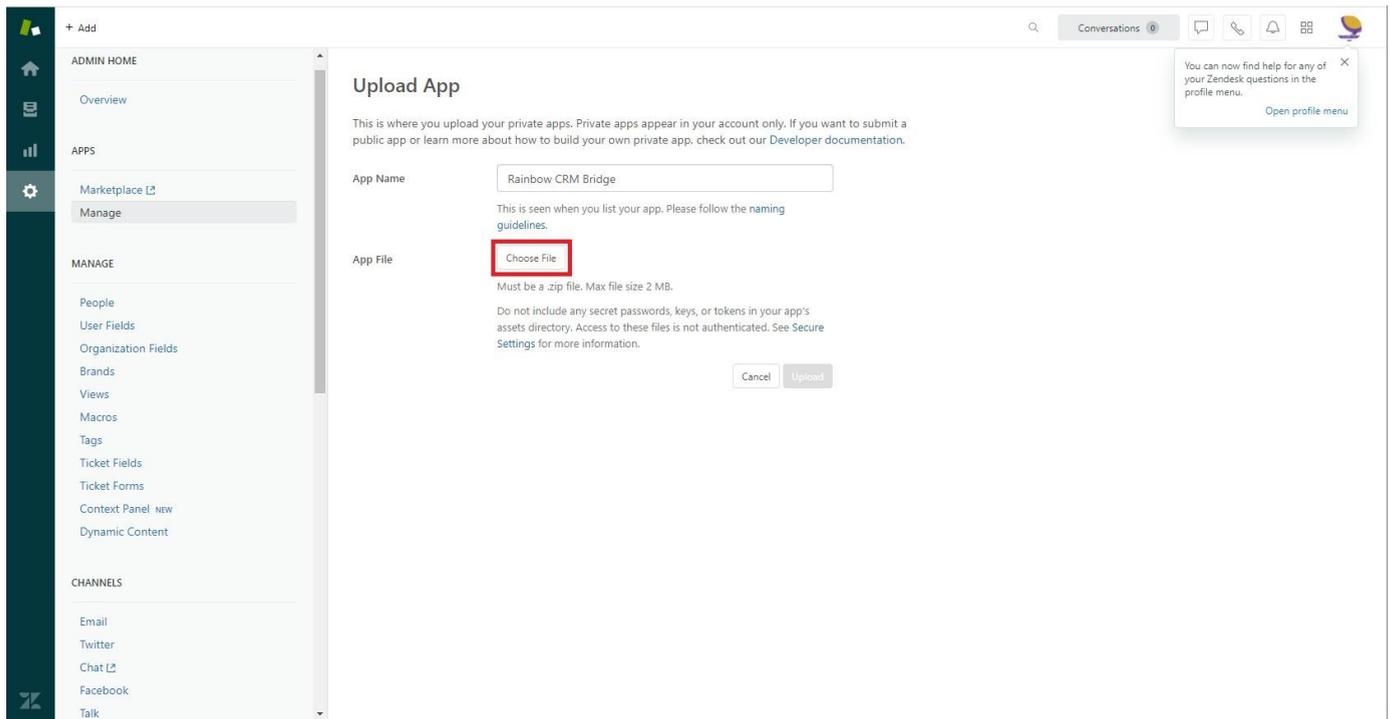


A new page will be shown in right panel. Provide App Name and choose **Rainbow CRM Bridge.zip** file to upload. Click  button.

IMPORTANT!! The zip file will be part of package.

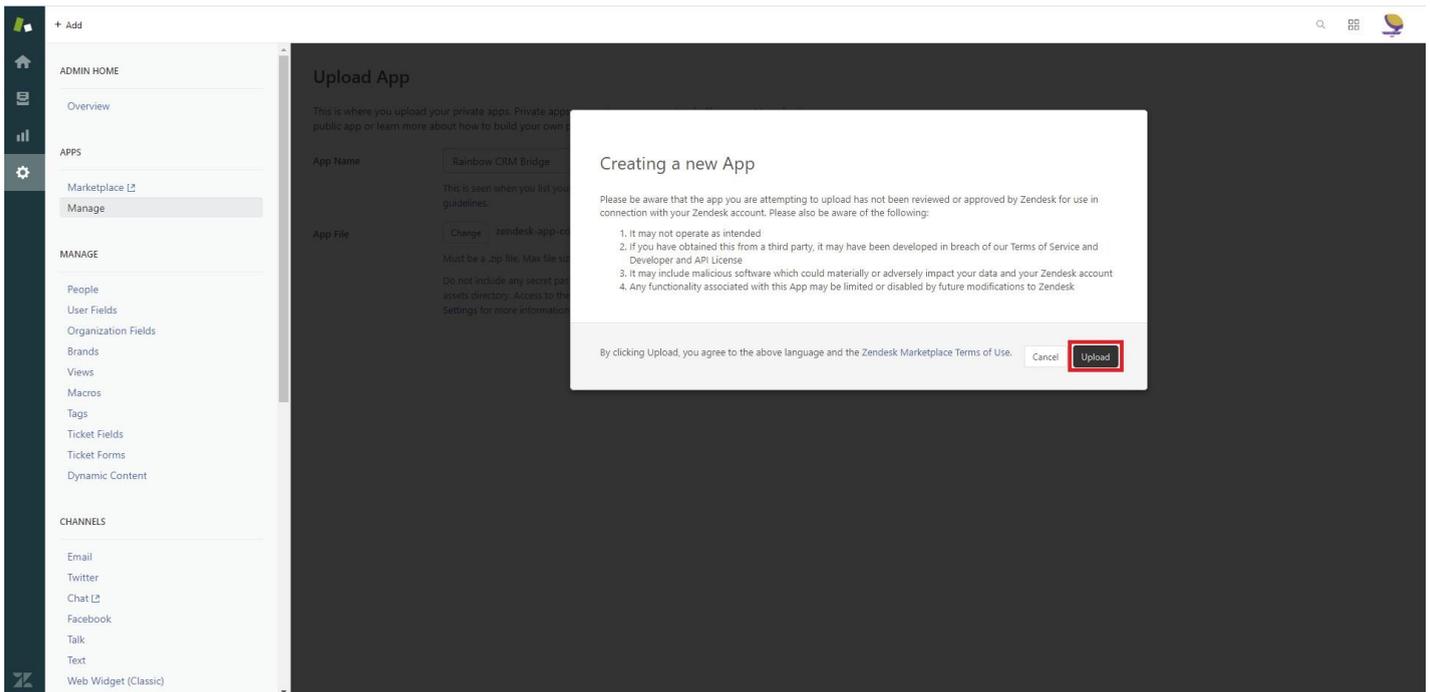
Note: The country code can be managed through the application file; however, this requires specific configuration changes within the file. Please contact ALE Level 3 Support to perform these configurations.

Rainbow CRM Bridge – Zendesk CRM Deployment Guide

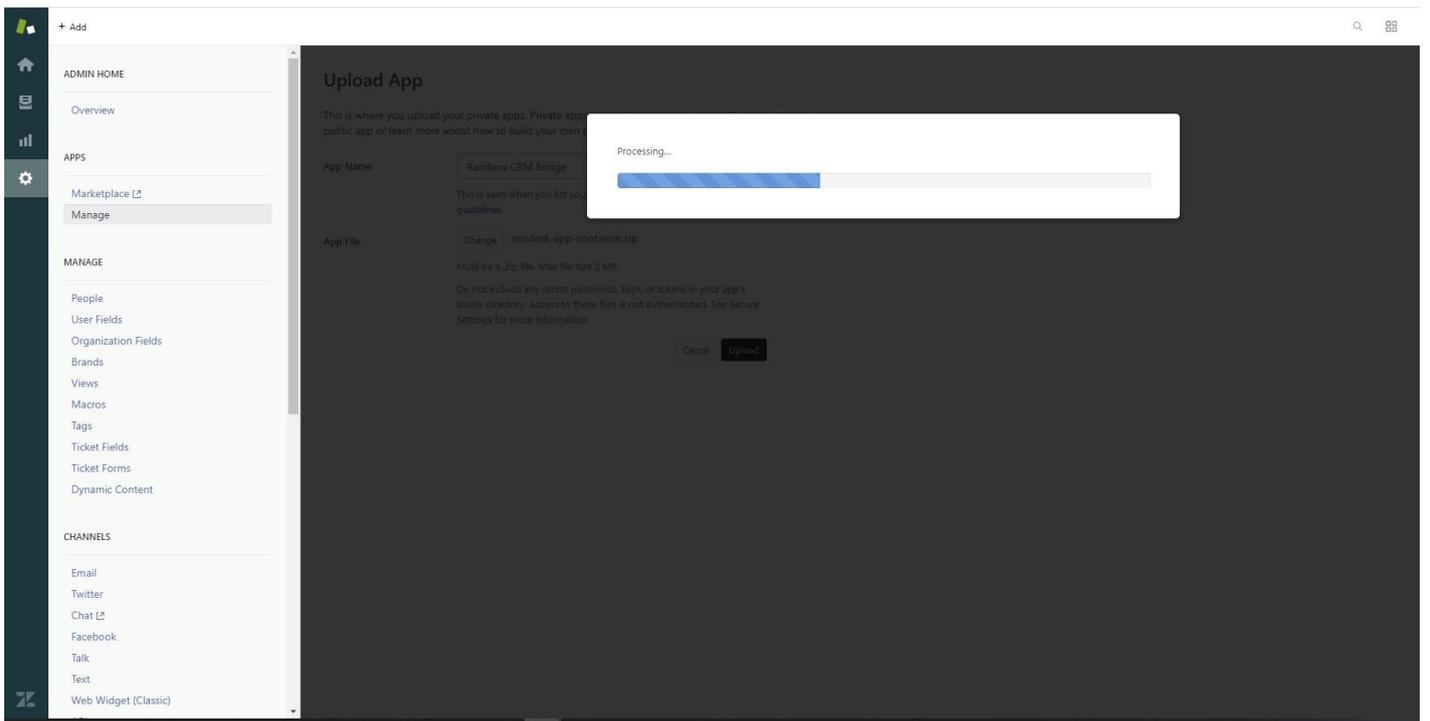


A dialog will be shown with a confirmation message. Click **Upload**

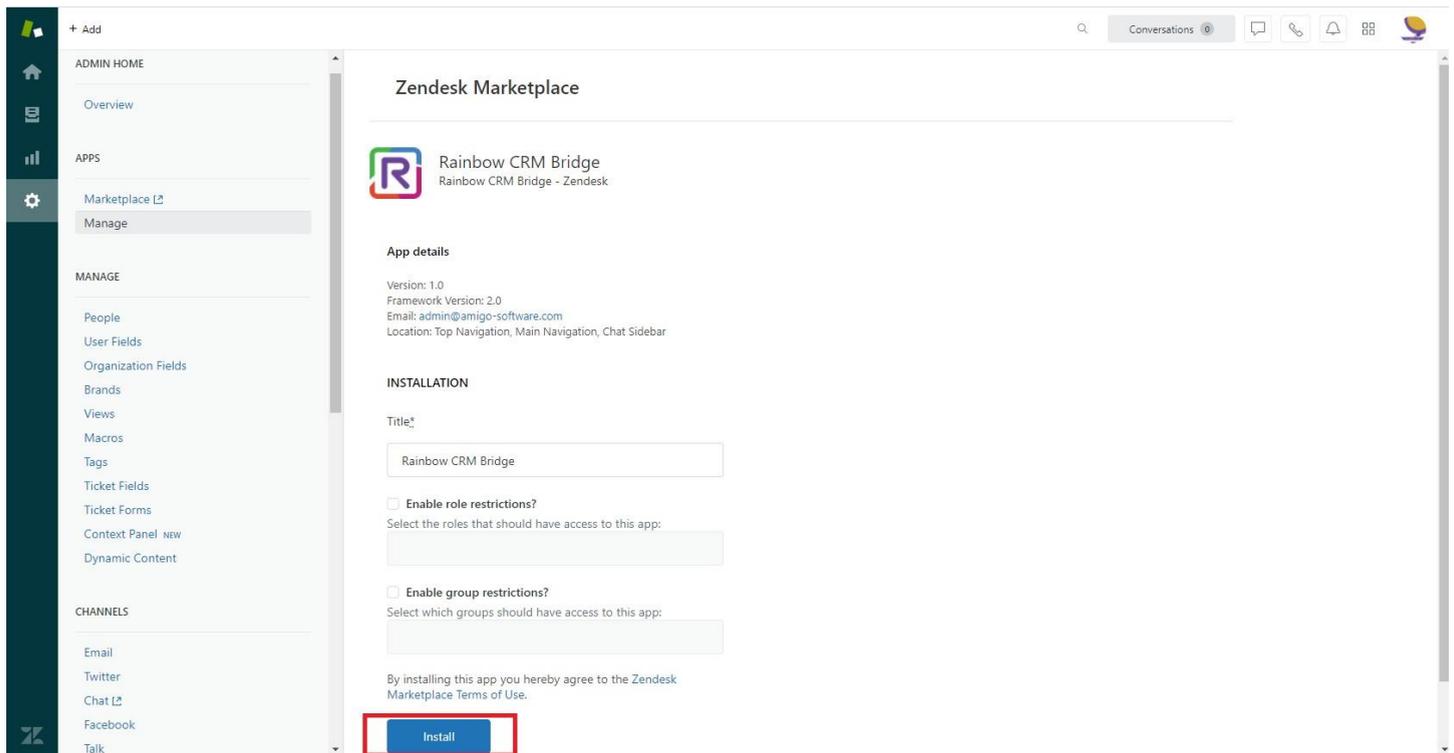
Rainbow CRM Bridge – Zendesk CRM Deployment Guide



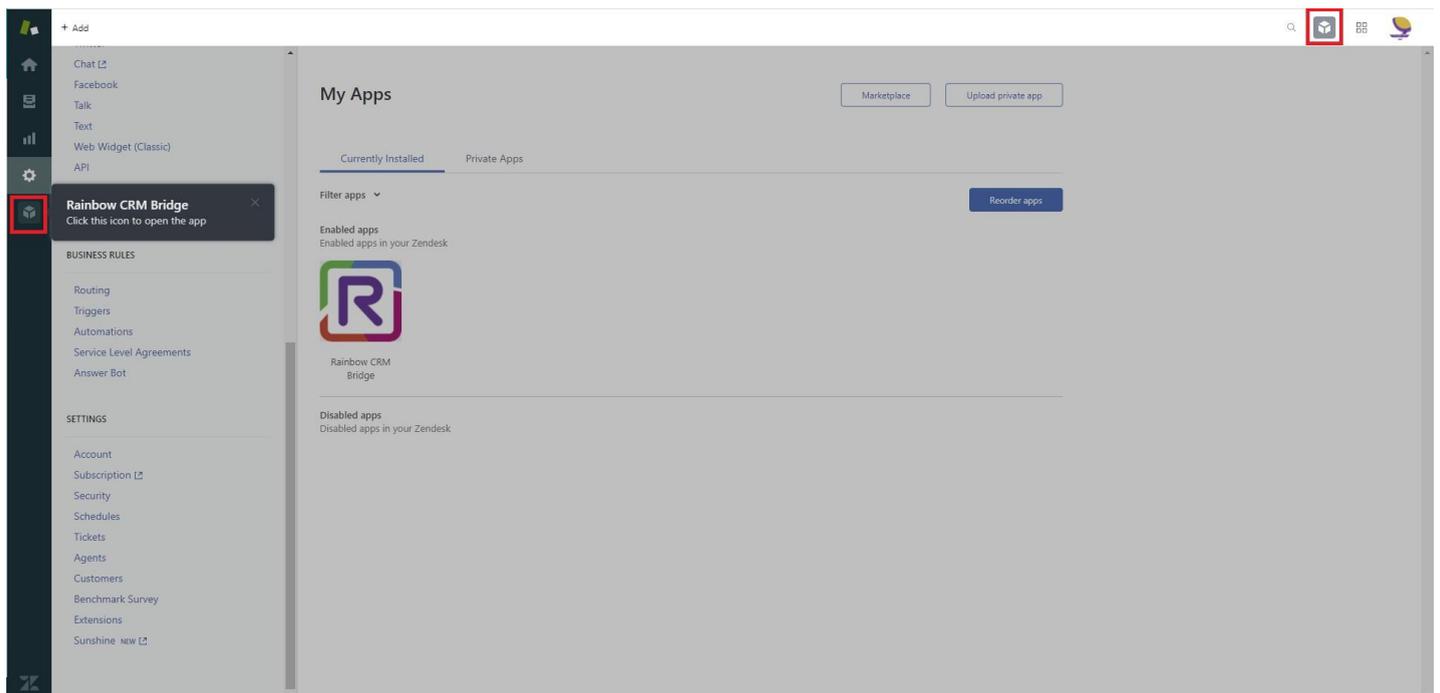
Now this will upload the app files.



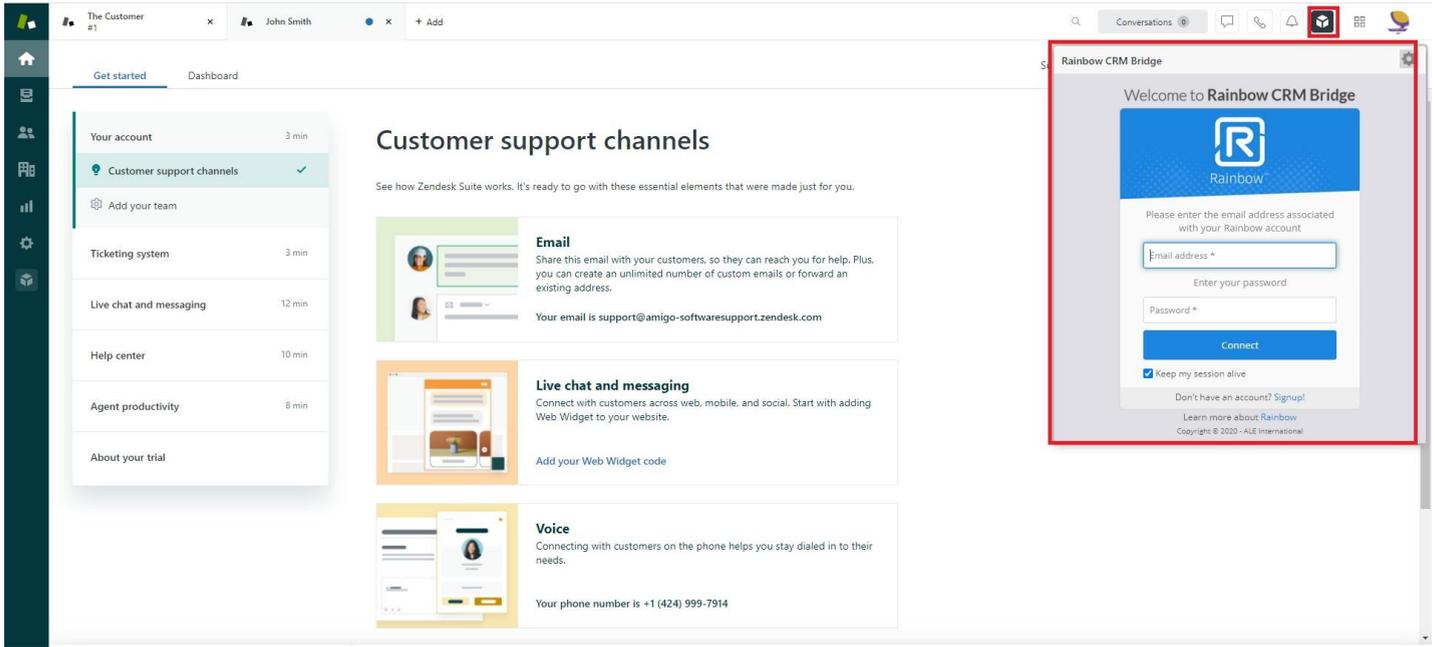
After the upload is complete, a new screen with app details will be displayed. Fill the form with information.



Once information is provided, click  button. This will now install the app in Zendesk environment and nextscreen will be appeared with installed Rainbow app.



By clicking application icon  following Rainbow CRM Bridge application will be appeared in a pop-up window.



IMPORTANT!! In order to properly configure Click2Call functionality of Rainbow CRM Bridge, Talk Enterprise or any other telephonic application should be disabled in Zendesk CRM as highlighted below:

Talk Enterprise

5 Talk agents · 1 of 5 Talk agents enabled. [Edit Talk agents](#)

- [Settings](#)
- [Lines](#)
- [Business verification](#)
- [Addresses](#)
- [Greetings](#)
- [Blocked numbers](#)
- [IVR](#)
- [Widget](#)
- [Dashboard](#)

Enable Talk
Enabling Talk allows agents to make themselves available to answer calls. Your phone number can accept voicemails with this setting disabled.

5 Known Limitations

This section contains all the limitations applicable on Rainbow CRM Bridge when used specifically for Zendesk

1. In case telephonic mode is set as Other Phone then all call controls on Rainbow CRM Bridge will be disabled.
2. For every CRUD operation performed, there is a delay in API response of few minutes.

6 Troubleshooting

In order to avoid the “Blocked State” of the CCD agent when the distant caller hangs up, the timer 384 value must be set to 0 (in system/timers) as highlighted below:

```
Review/Modify: Timers
Node Number (reserved) : 1
Instance (reserved) : 1
Timer No. : 384
Timer units : 0
```

enterprise.alcatel-lucent.com

Alcatel-Lucent Enterprise and the Alcatel-Lucent Enterprise logo are trademarks of ALE Holding. To view other trademarks used by affiliated companies of ALE Holding, visit: enterprise.alcatel-lucent.com/trademarks. All other trademarks are the property of their respective owners. The information presented is subject to change without notice. Neither ALE Holding nor any of its affiliates assumes any responsibility for inaccuracies contained herein