

RAINBOW CRM BRIDGE – ZENDESK CRM DEPLOYMENT GUIDE

Rainbow CRM Bridge



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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.
08	26/03/2025	Section 4 Screenshots have been updated. Zip file name has been updated.
09	16/12/2025	Section 4 A note about app file has been updated.

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>

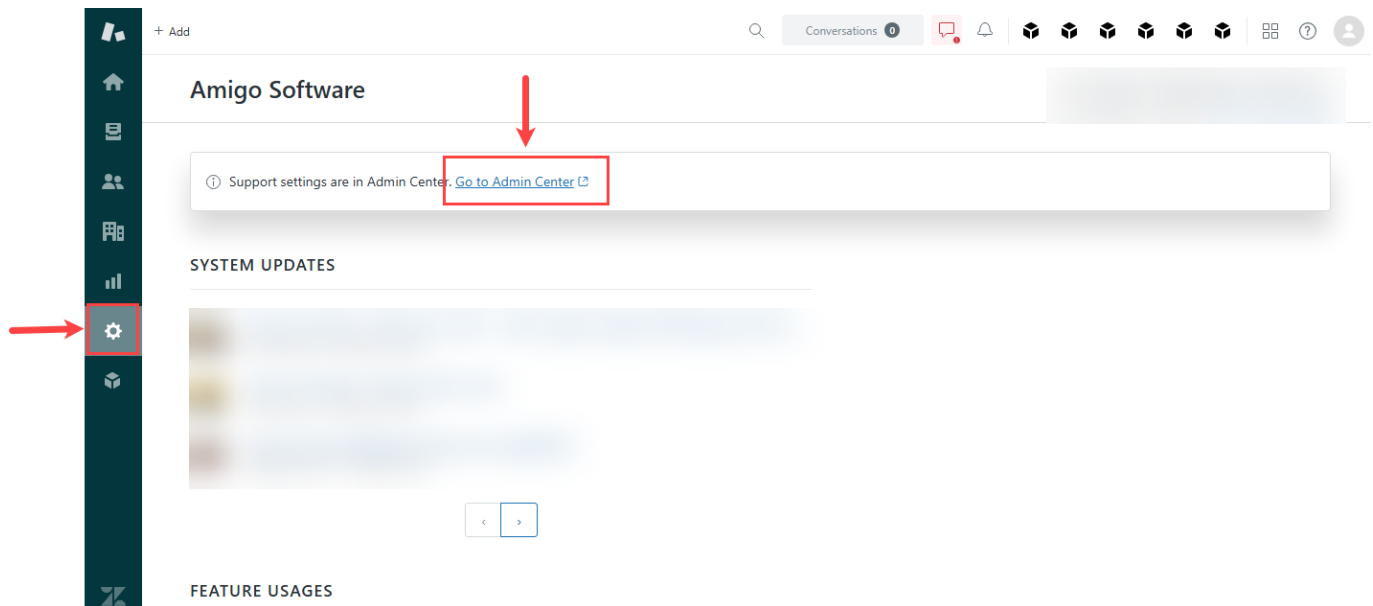
<https://support.openrainbow.com/hc/en-us/articles/360019337180-WebRTC-gateway-installation-and-configuration-for-third-party-PBX>

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.

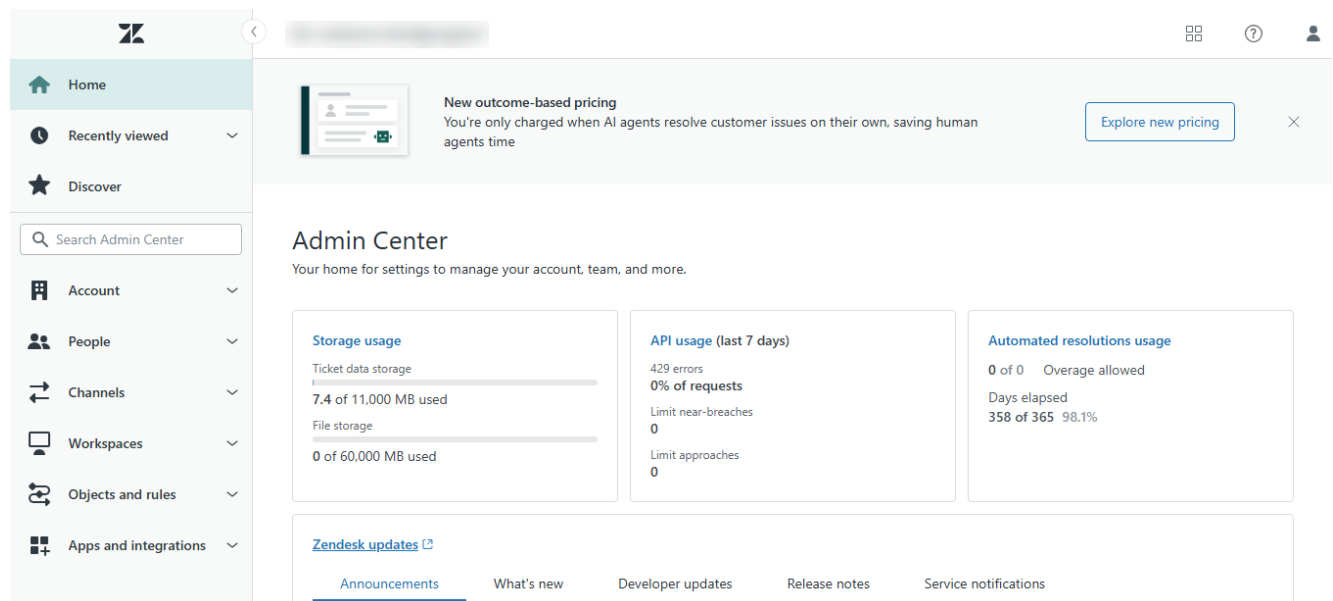
TAPI, CSTA, SIP Trunk and other PBX specific licenses are essential pre-requisite for setting up CCCAgent and Rainbow CTI & Media Bridge application. Please check with your telephone system vendor for licenses status and their activation.

4 Setting up Integration with Zendesk CRM

1. Open <https://<instancename>.zendesk.com/> and login using Zendesk credentials.
2. Once on the home screen, click on the Admin icon  available in the left-hand menu and then click on the Go to Admin Center link as highlighted below:

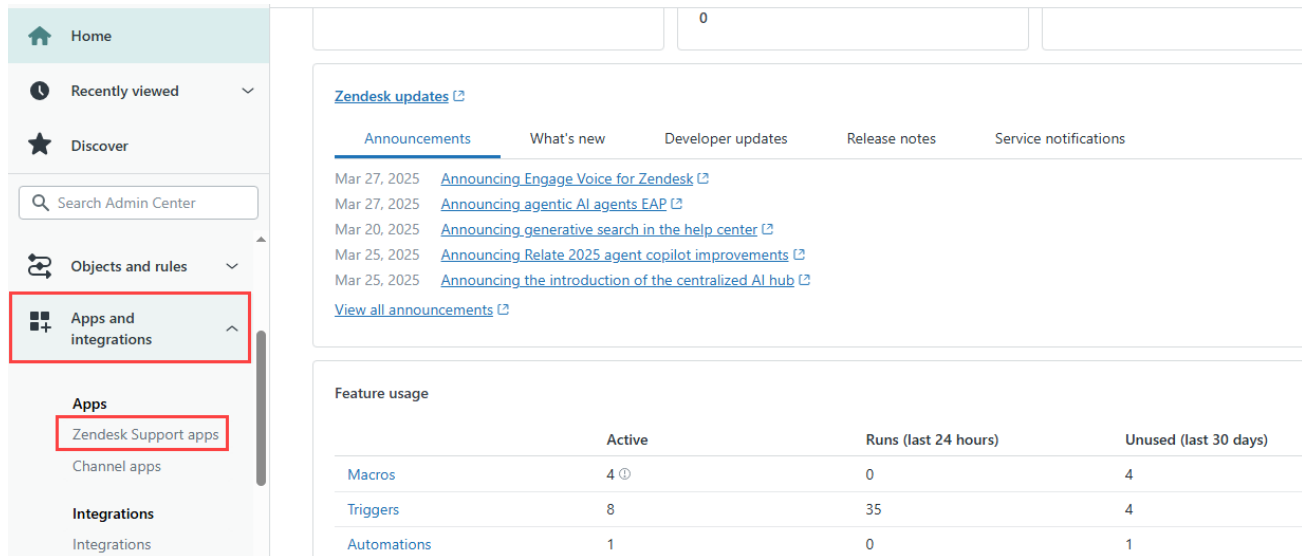


Admin Center open up as shown below:



3. In the left-hand menu, click on the **Apps and Integrations** option and then click on **Zendesk Support Apps** as highlighted below:

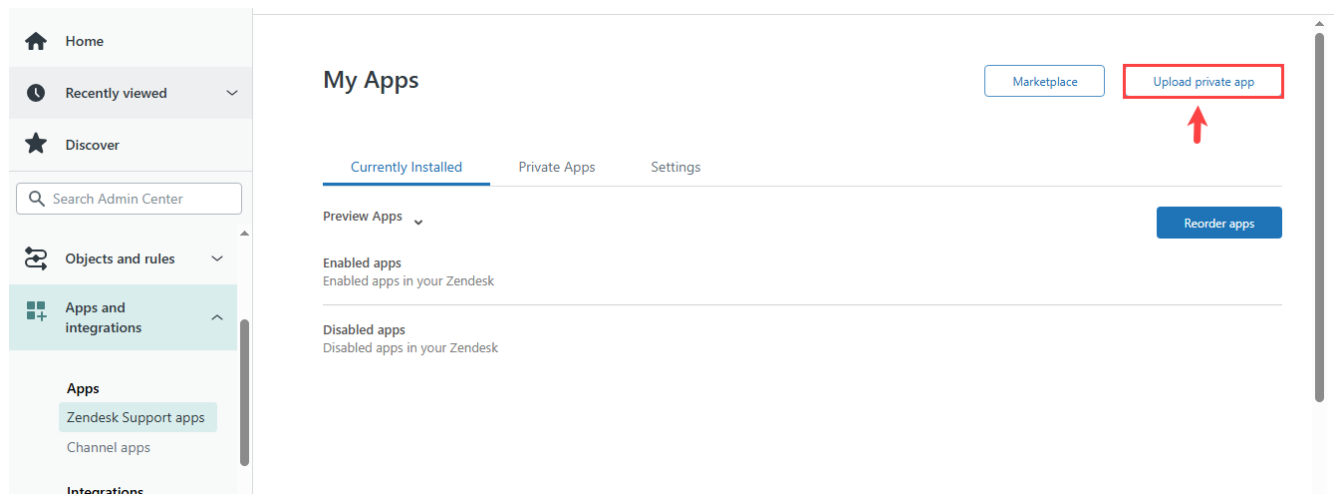
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The screenshot shows the Admin Center interface. In the left sidebar, the 'Apps and integrations' menu item is highlighted with a red box. Below it, the 'Zendesk Support apps' sub-item is also highlighted with a red box. The main content area displays the 'Zendesk updates' section, which includes a list of announcements and a 'Feature usage' table.

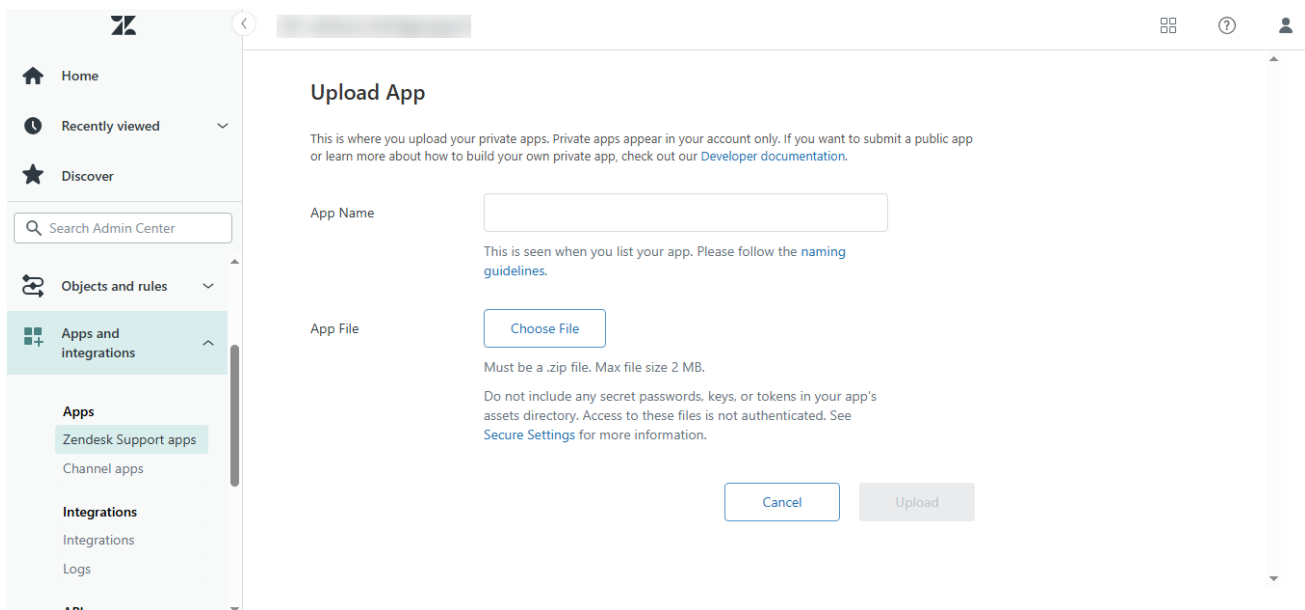
Feature usage	Active	Runs (last 24 hours)	Unused (last 30 days)
Macros	4 ⓘ	0	4
Triggers	8	35	4
Automations	1	0	1

4. On the **My Apps** screen, click on the Upload private app button as highlighted below:



The screenshot shows the 'My Apps' screen. The 'Upload private app' button is highlighted with a red box and a red arrow pointing to it. The screen also displays tabs for 'Currently Installed', 'Private Apps', and 'Settings'. Below these tabs, there are sections for 'Enabled apps' and 'Disabled apps'.

5. A new page opens up to upload the app as shown below:



Upload App

This is where you upload your private apps. Private apps appear in your account only. If you want to submit a public app or learn more about how to build your own private app, check out our [Developer documentation](#).

App Name

This is seen when you list your app. Please follow the [naming guidelines](#).

App File

Must be a .zip file. Max file size 2 MB.

Do not include any secret passwords, keys, or tokens in your app's assets directory. Access to these files is not authenticated. See [Secure Settings](#) for more information.

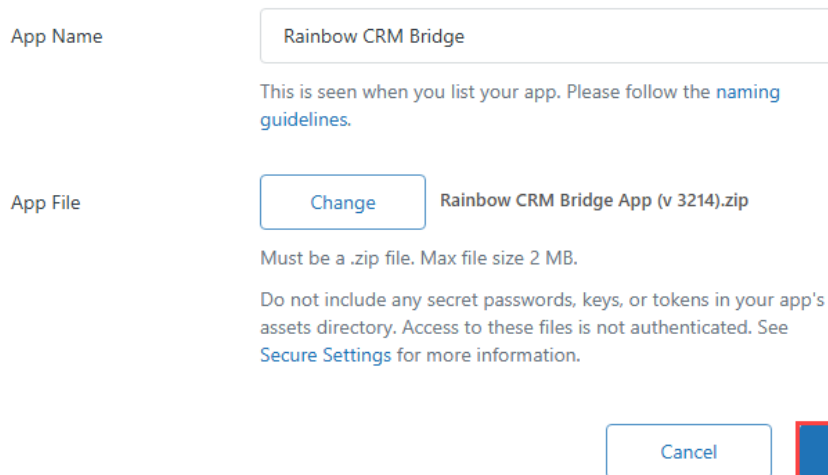
6. Provide App Name and click on the choose file button to upload the **Rainbow CRM Bridge App (v xxx).zip** file.

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

7. Once the file is uploaded, click on the Upload button.

Upload App

This is where you upload your private apps. Private apps appear in your account only. If you want to submit a public app or learn more about how to build your own private app, check out our [Developer documentation](#).



App Name

This is seen when you list your app. Please follow the [naming guidelines](#).

App File Rainbow CRM Bridge App (v 3214).zip

Must be a .zip file. Max file size 2 MB.

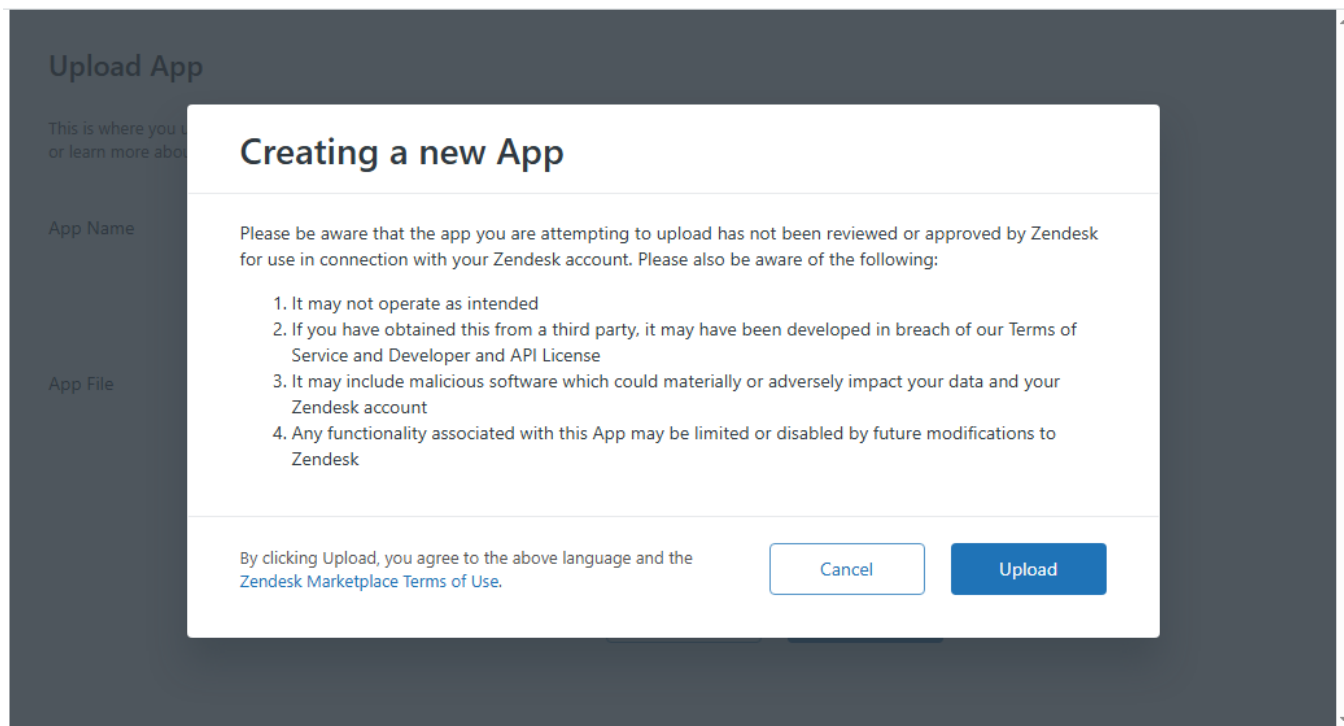
Do not include any secret passwords, keys, or tokens in your app's assets directory. Access to these files is not authenticated. See [Secure Settings](#) for more information.

Note: The following parameters can be managed through the application configuration file.

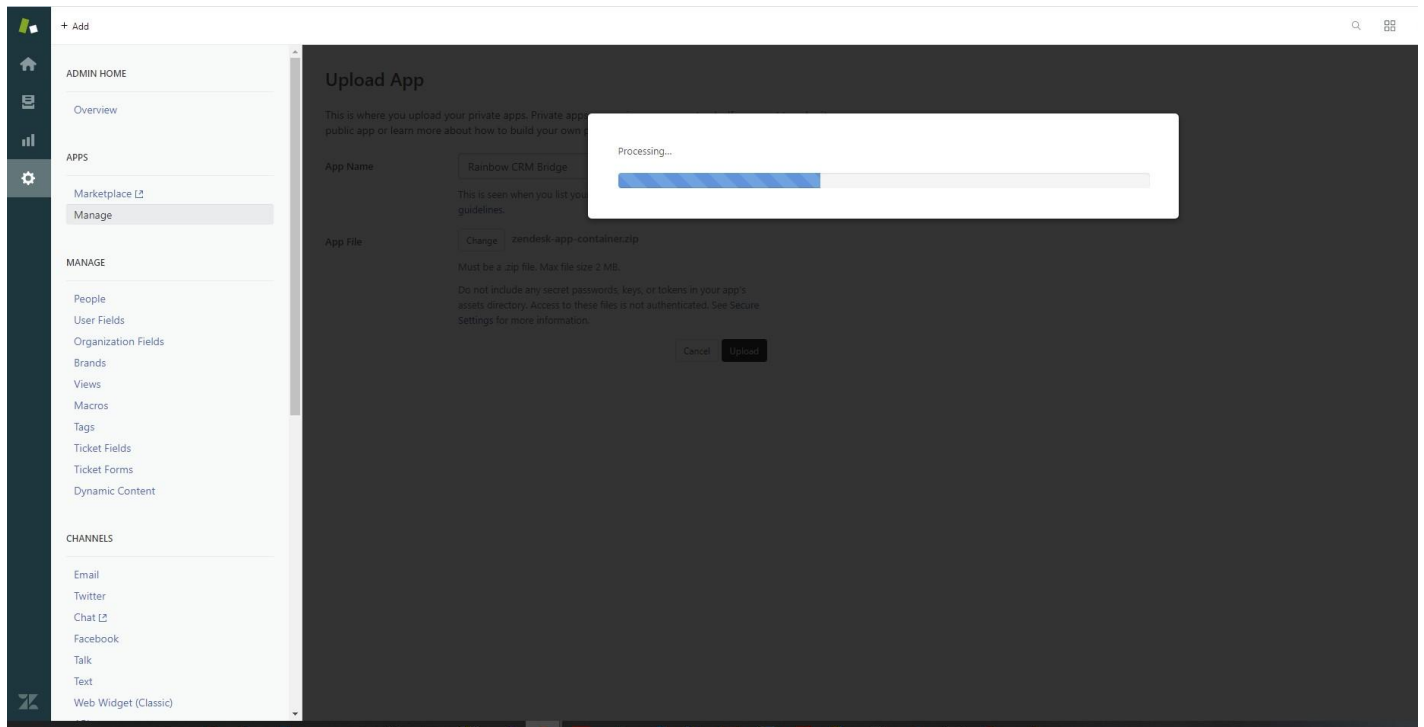
- **Country Code** – Defines the default country code.
- **AskBeforeCreate** – Controls whether a contact is created automatically or the user is prompted before creating a new contact.
- **ctaa (Create Ticket After Answer)** – Enables or disables automatic ticket creation after a call is answered.
- **extl (Extension Length)** – Specifies the length of internal extensions.

Modifying these parameters requires specific changes to the application configuration file. It is therefore recommended to contact ALE Level 3 Support to perform these configurations.

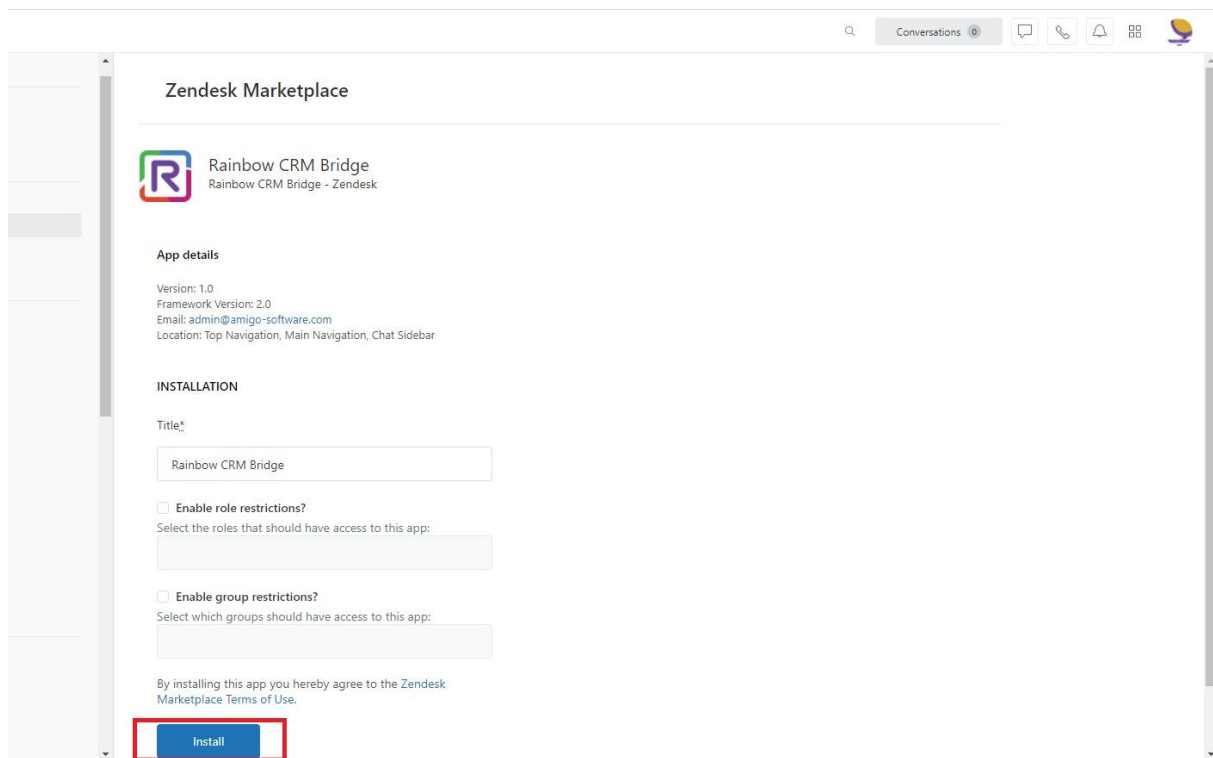
8. A confirmation window pop-up as shown below:



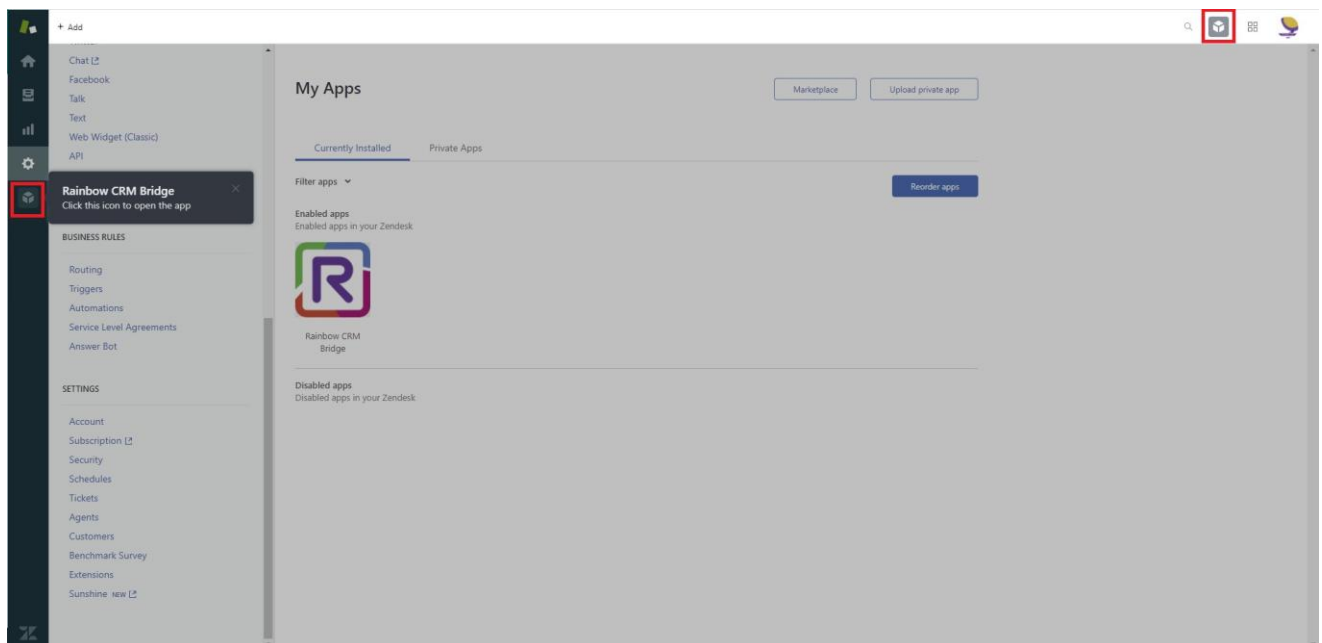
9. Click on the Upload button to continue with the uploading process. Uploading process continues as displayed below:



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

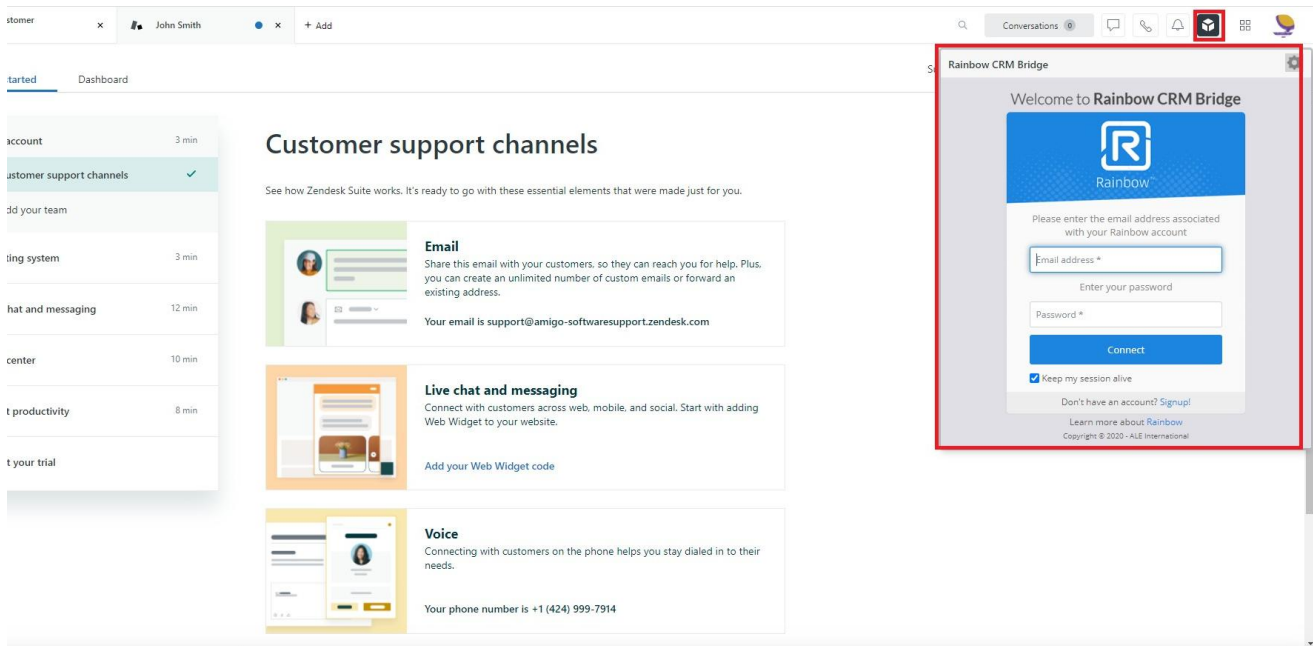


11. Once information is provided, click  button. This will now install the app in Zendesk environment and next screen will appear with installed Rainbow app.



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

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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:

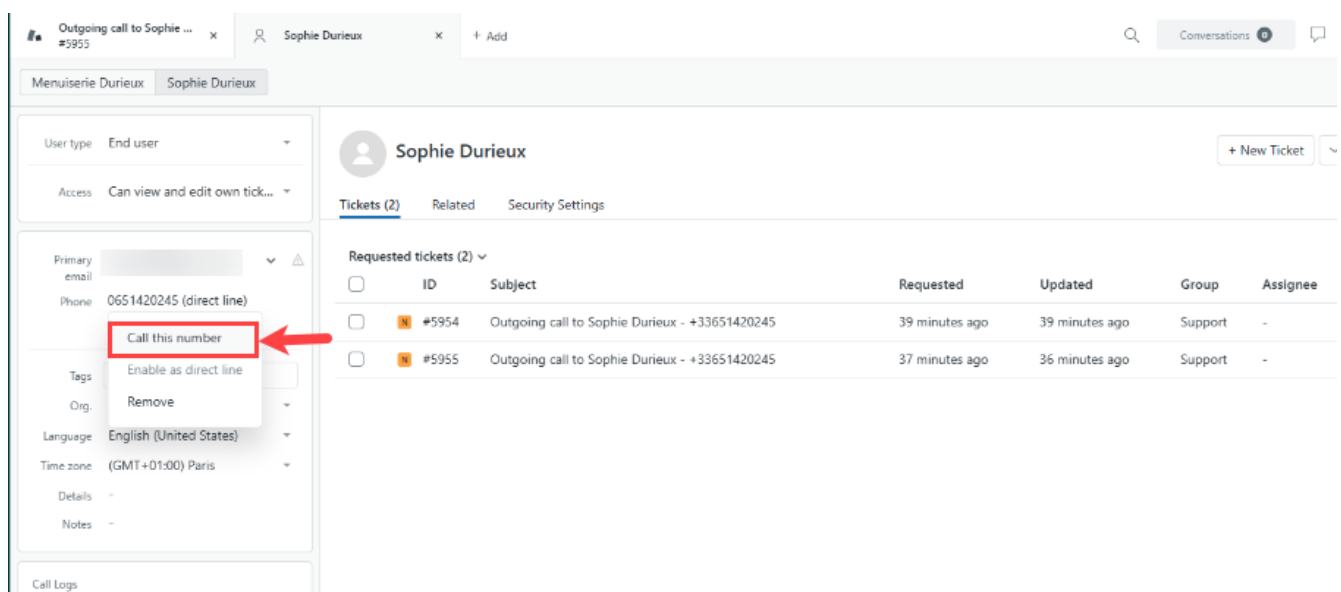
Talk Enterprise

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

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

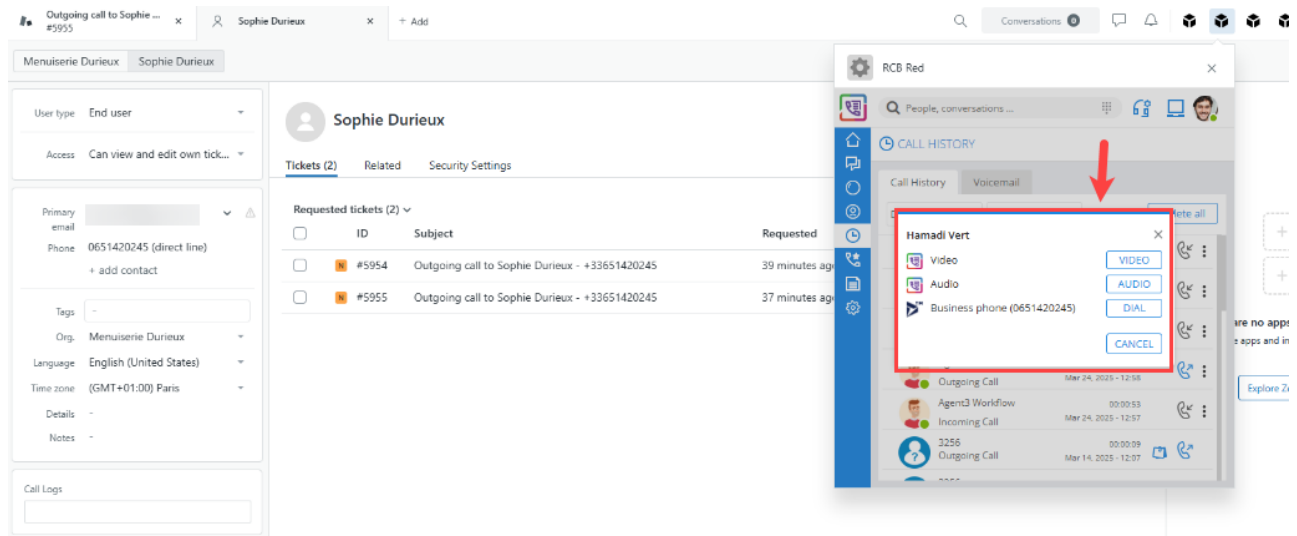
☐ **Enable Talk**
Enabling Talk allows agents to make themselves available to answer calls. Your phone number can accept voicemails with this setting disabled.

13. Once the Rainbow CRM Bridge app is installed and logged in, simply call any contact from Zendesk as shown below:

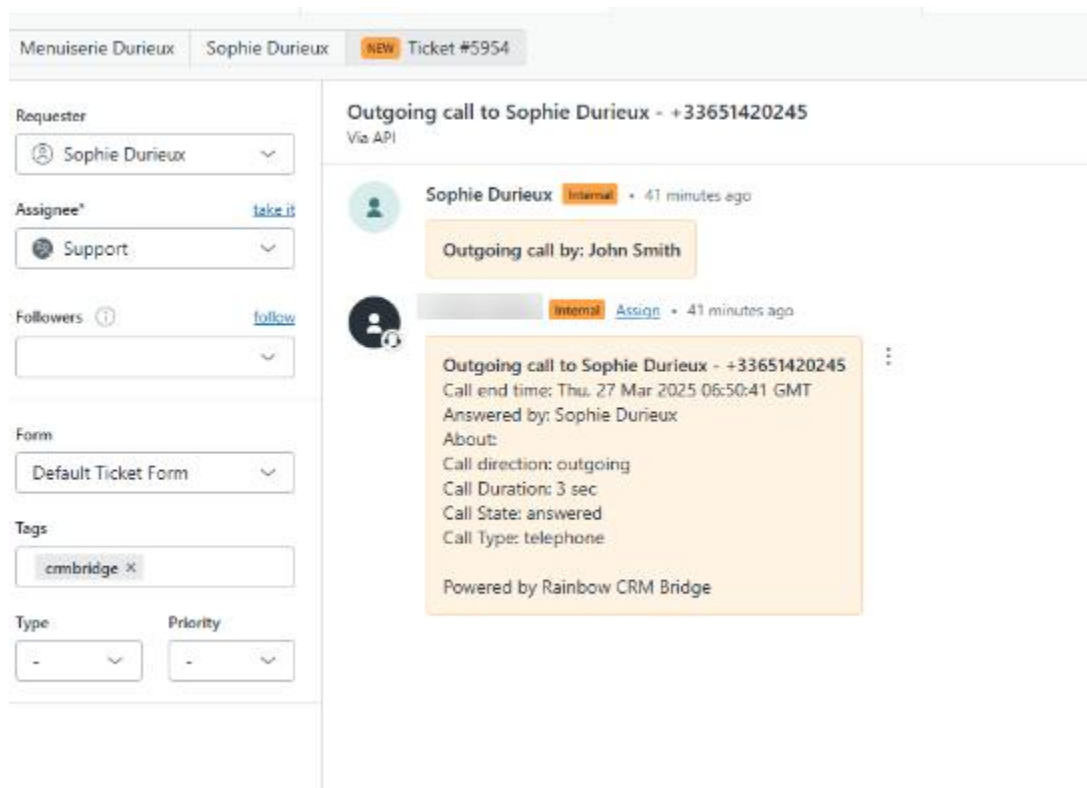


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14. Rainbow CRM Bridge displays all available call options (audio, video & business phone etc) to choose from as shown below to contact with a particular user:



15. Call logs are generated in the form of ticket for every call as displayed below:



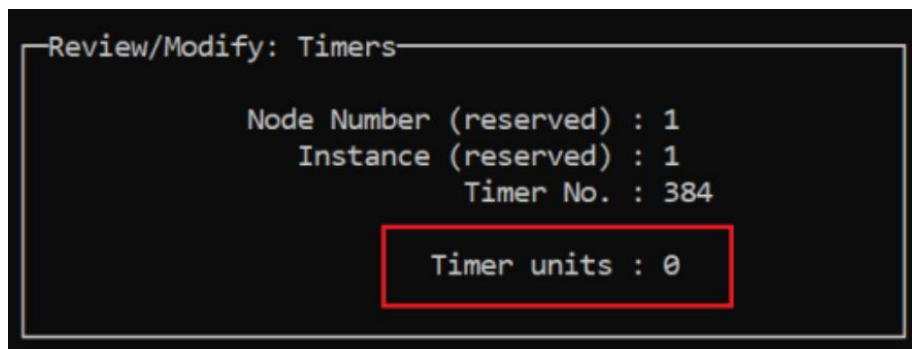
5 Known Limitations

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
```

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