

# Rainbow CRM Bridge



Rainbow™

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## 1 Document History

Edition	Date	Changes / Comments / Details
01	18/06/2020	Initial Deployment Guide
02	18/11/2021	<b>Section 3</b> A new section has been added and remaining sections have been renumbered.
03	15/11/2022	Legal Notice has been updated. <b>Section 4</b> Screenshots have been updated.
04	13/01/2023	Legal Notice has been updated. <b>Section 5</b> Screenshots have been updated. <b>Section 6</b> Section about known limitations has been updated.

## 2 Introduction

Rainbow CRM Bridge acts as a middleware that connects third party CRMs e.g. ServiceNow, MS Dynamics 365, Zoho 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 ServiceNow.

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 Zoho, you must ensure that following configuration requirements related to telephone system are fulfilled. Integration with Zoho 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 3<sup>rd</sup> Party PBXs. All supported telephone systems along with their supported versions are listed in the below table:

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

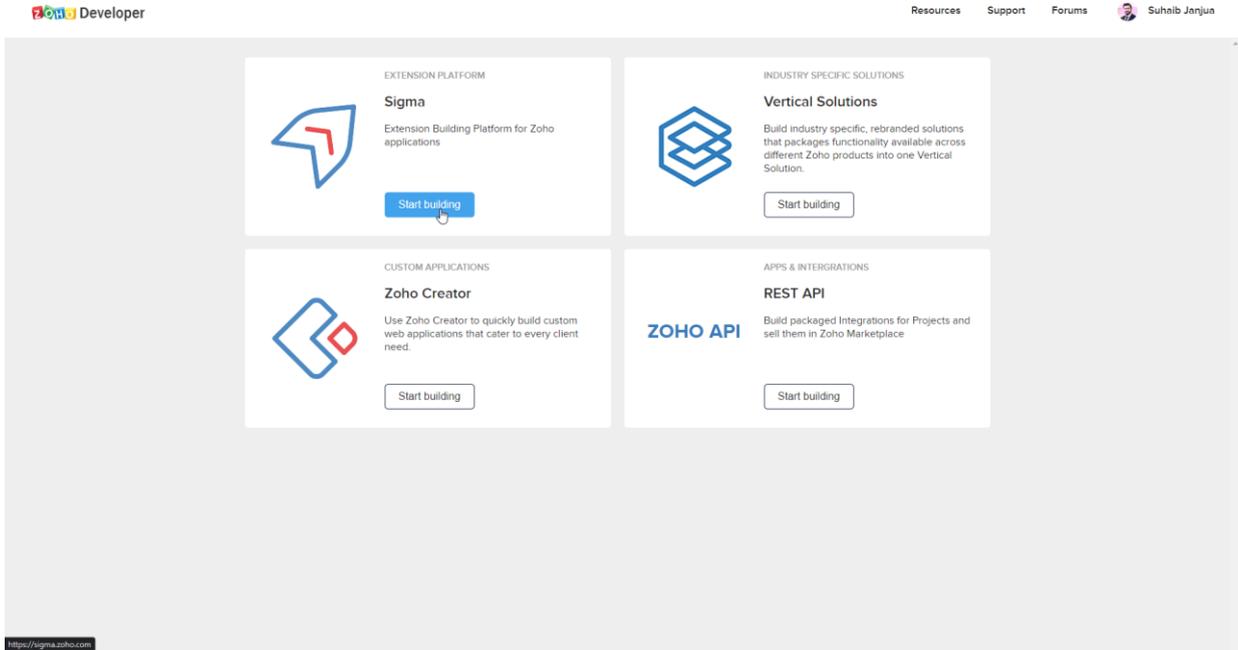
For OmniPCX Enterprise and OmniPCX Office Connect, CCCAgent application must be setup. However, for other telephone systems (CUCM, Mitel MiVoice, NEC and Asterisk), Rainbow CTI & Media Bridge application must be setup.

*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.*

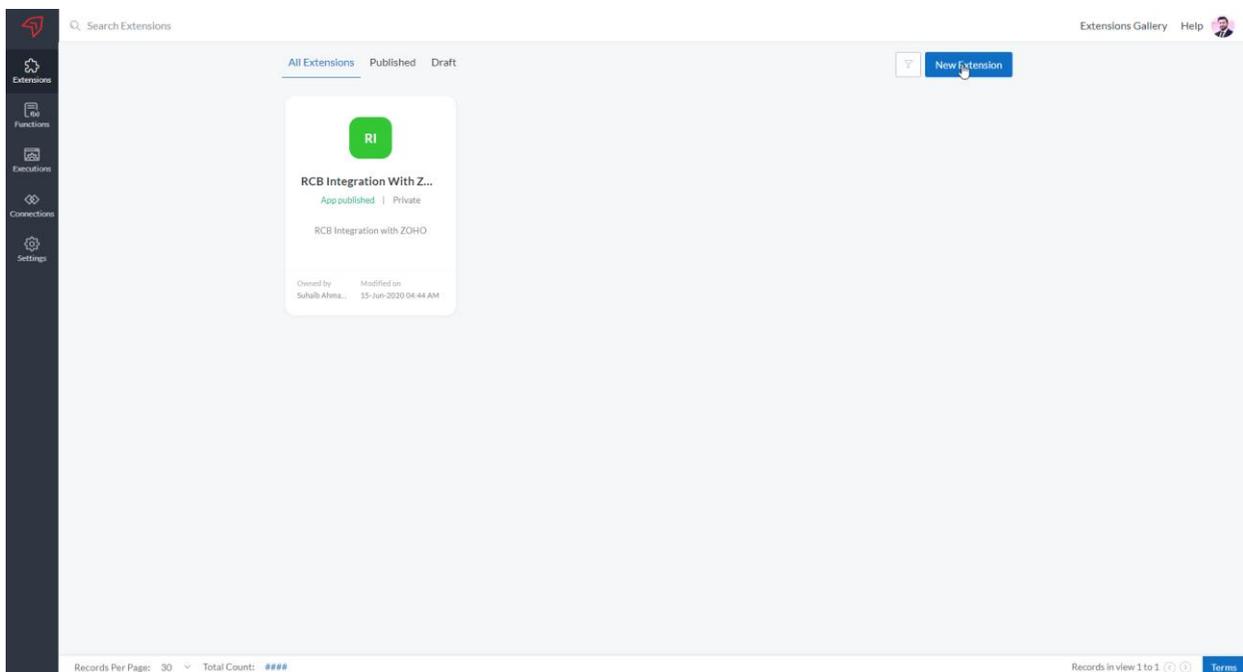
## 4 Setting up Integration with Zoho CRM

Open <https://developer.zoho.com/> and login using Zoho credentials.

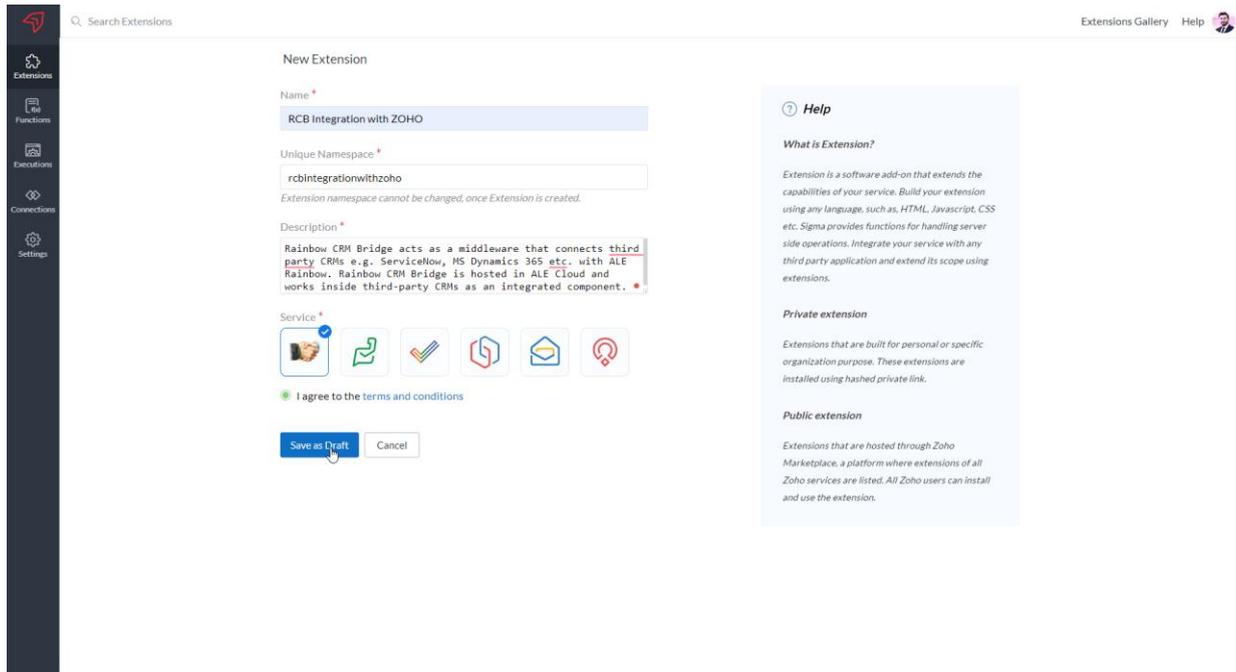
It will take you to the home screen. Please click **Start building** button in Sigma section.



Click **New Extension** button.

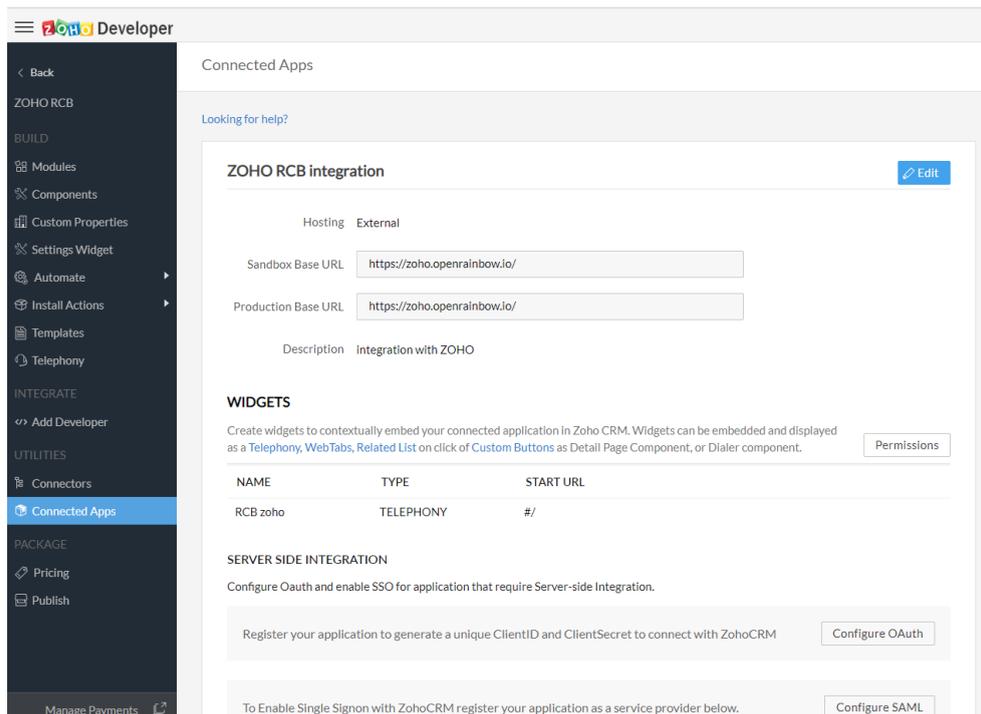


Fill in the required fields and select “Zoho CRM” icon.

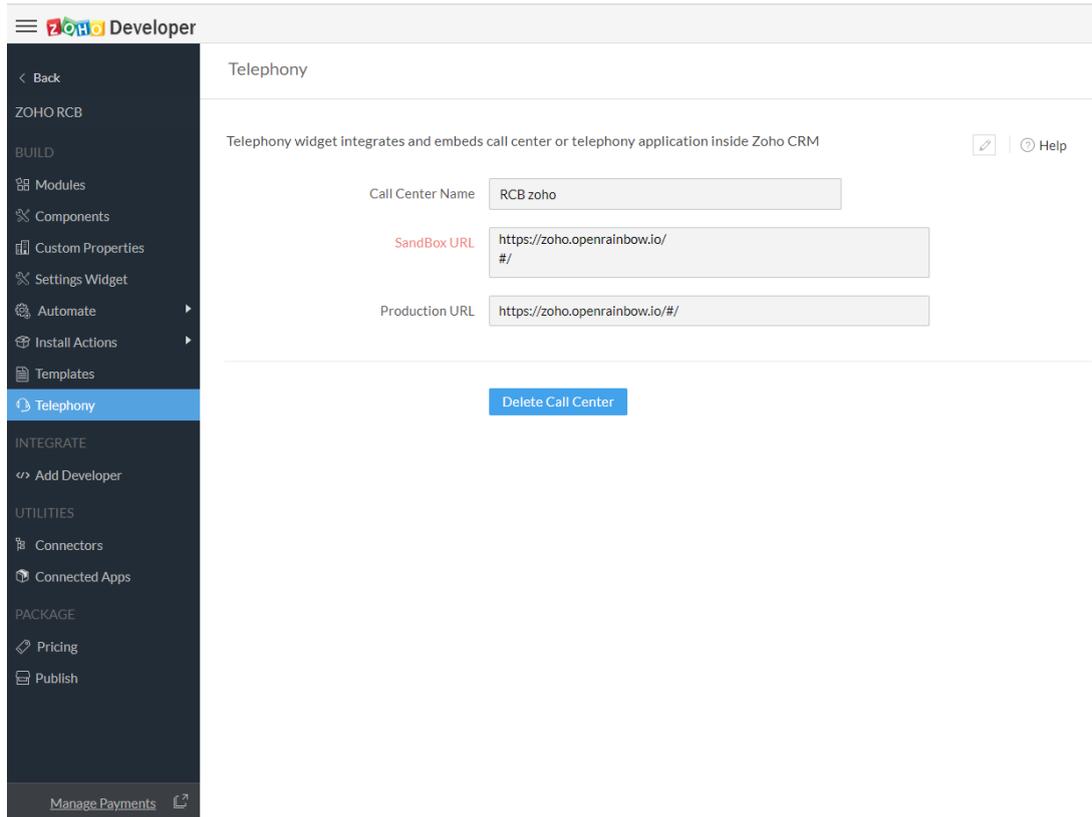


Click 'Save as Draft' button.

A new page will open. Select Connected Apps from left menu and enter data in the form fields.

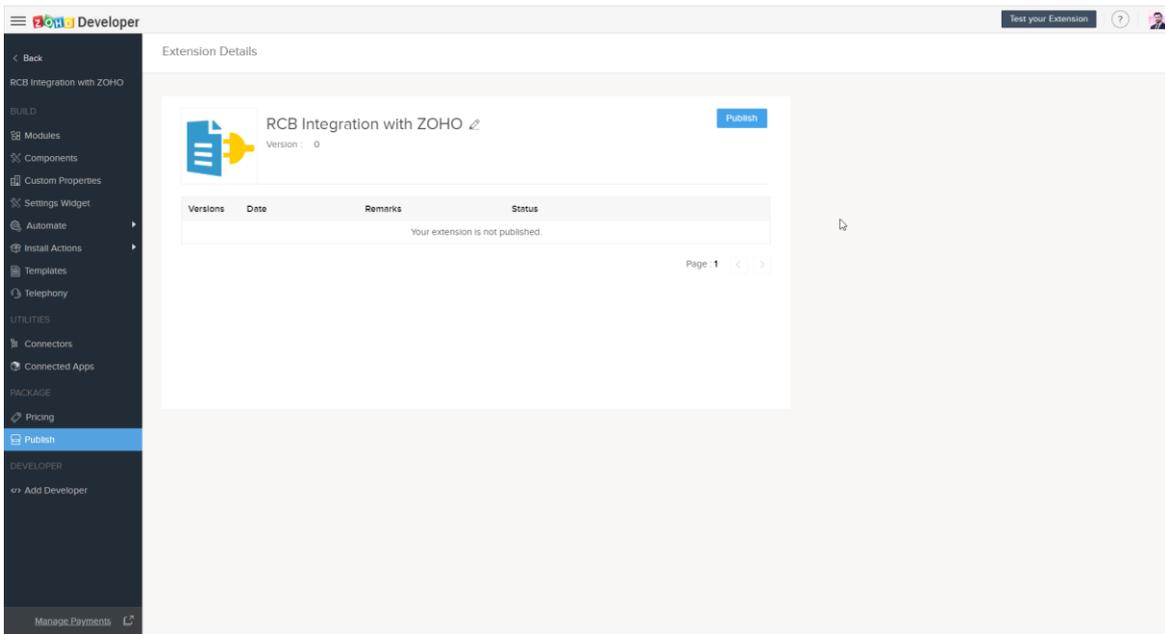


Click **Save** button. Next, select Telephony from left Menu and enter Call Center Name.

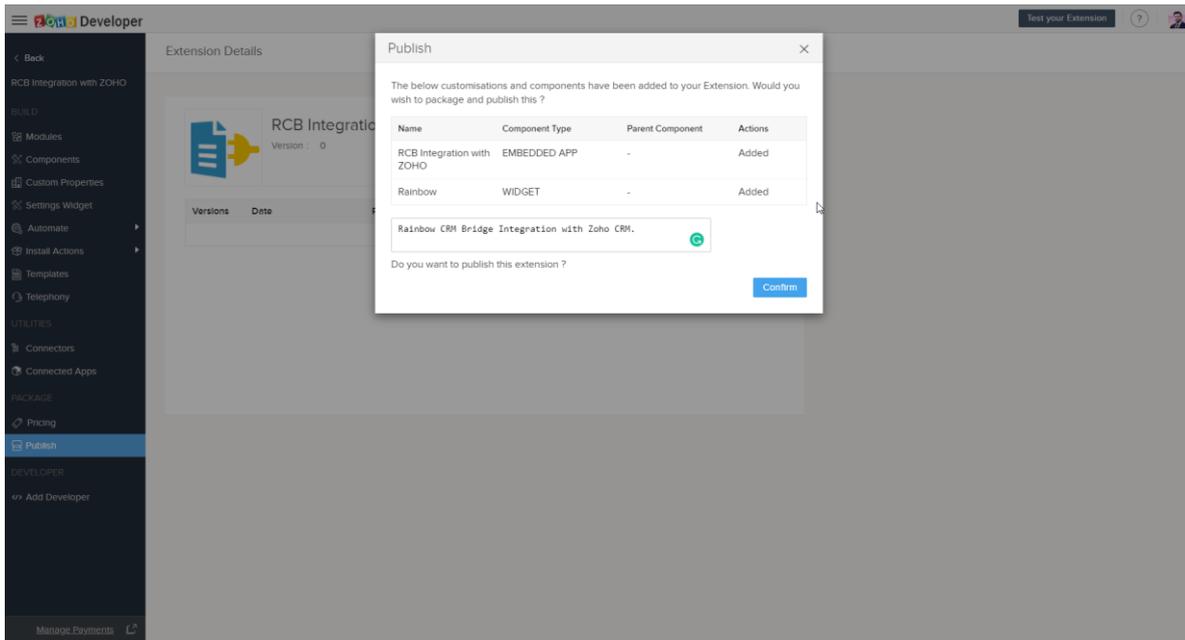


Enter “#” in Sandbox URL extended box and click **Save** button. You can test your extension by clicking button on right top.

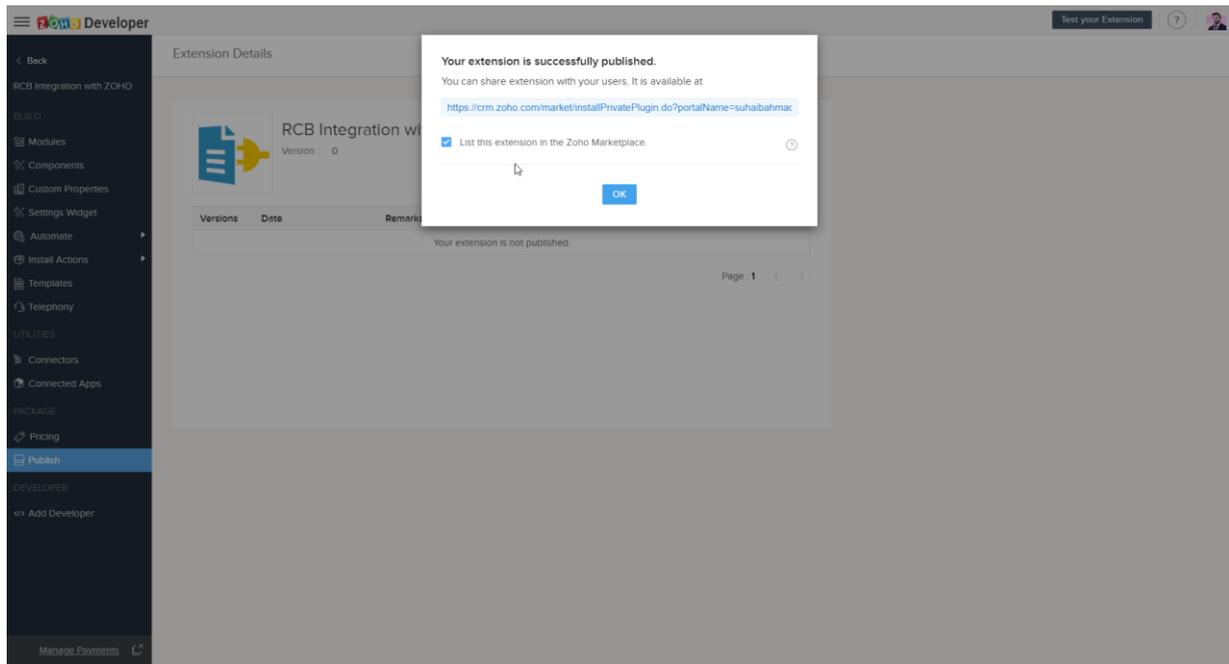
Next, Click **Publish** link from the left menu and click **Publish** button to publish the extension.



Click **Confirm** button.



This will provide the URL for accessibility.

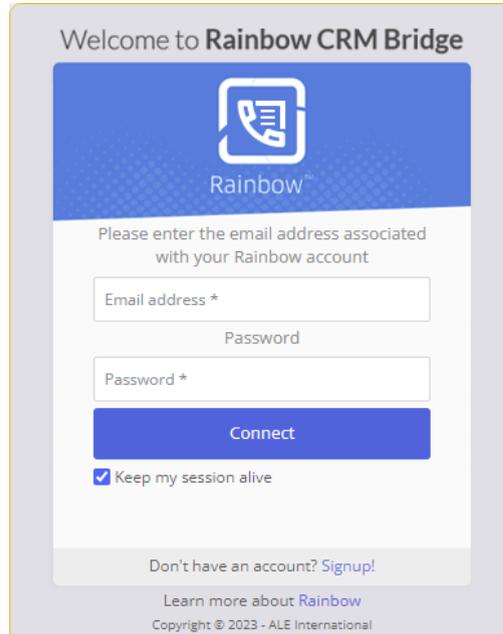


Select the option **List this extension in the Zoho marketplace.**

**Note:** Please copy the URL as it will be required to install this extension to any Zoho CRM Instance.

## 5 Installation of Rainbow CRM Bridge Extension in Zoho CRM

Login to Zoho CRM, paste the URL of the extension into the URL bar (from the last step), and press Enter. It will add the RCB extension into the CRM Instance. Refresh the page and the **Rainbow CRM Bridge** widget will pop-up as shown below:



Welcome to **Rainbow CRM Bridge**

  
Rainbow™

Please enter the email address associated with your Rainbow account

Email address \*

Password

Password \*

**Connect**

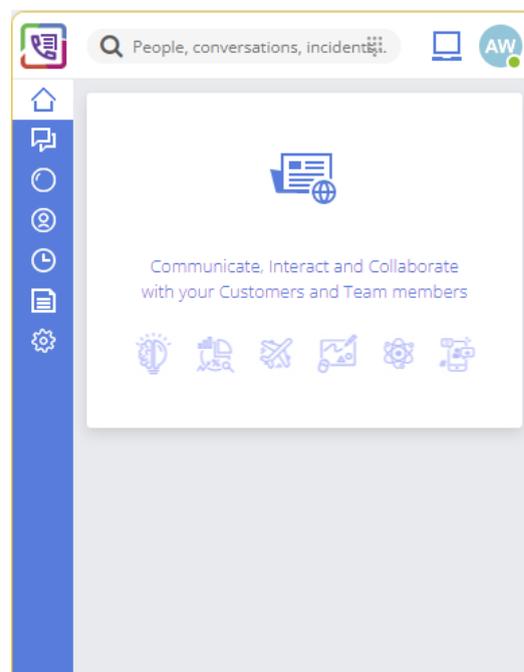
Keep my session alive

Don't have an account? [Signup!](#)

[Learn more about Rainbow](#)

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Provide credentials for your account and then click on Connect button. Following screen is displayed when you are successfully logged into Rainbow CRM Bridge extension.



## 6 Known Limitations

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

1. When display language is changed from English to any other language, Call Type (Inbound or Outbound) in the call logs is not translated because Zoho CRM uses these specific keywords (Outbound/Inbound) for Call Type regardless of the display language.

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