

Alcatel-Lucent Rainbow connector for CRM applications

Embed communications into your business applications

The Alcatel-Lucent Rainbow™ Computer Telephony Integration (CTI) connector for Customer Relationship Management (CRM) applications provides an easy-to-use business phone (or softphone) from the desktop, and smooth integration with Alcatel-Lucent OmniPCX® telephony platforms.

The Rainbow CTI connector is a complete solution that allows the CRM desktop user interface to receive information about the caller when the business phone rings, and it offers a click-to-call function from the CRM contact card.



CRM application users need a quick and efficient way to reach prospects by phone. A CTI solution removes the need to manually dial the business phone, which can be slow and cumbersome. Telephone numbers associated with any CRM object such as, leads, contacts, and cases turn into clickable links, which the user can leverage to place outbound calls using an Alcatel-Lucent Enterprise business phone or softphone.

With the Rainbow CTI connector the CRM user benefits from:

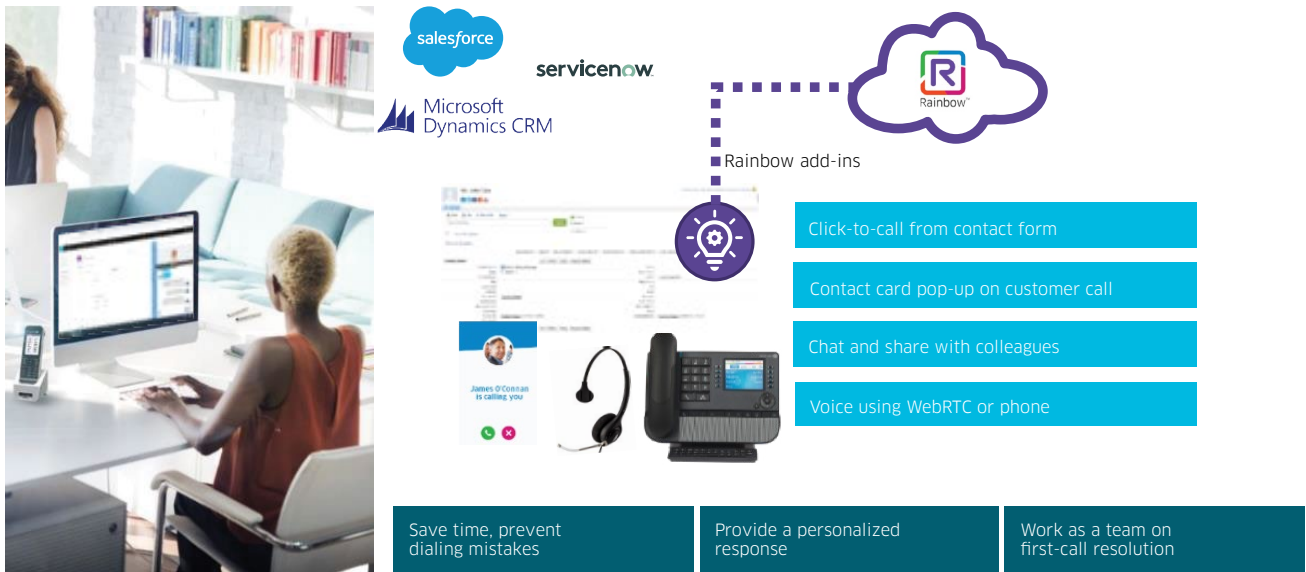
- Click-to-call a CRM contact through the existing telephony system for a public number
- CRM contact card pop-up on incoming call
- Rich presence of other CRM agents with telephony integration
- Agents contact list based on the Rainbow directory
- Conversation with other connected agents: instant messages, file sharing
- Audio and video* calling with connected agents

(*) features capabilities may depend on the CRM application

Key features	Customer benefits
Desktop client integration	Ease user adoption, lower learning curve on new services, improved comfort for the user/agent, less IT
Telephony integration	Best of both worlds; business application and phone quality for customer interaction, leverage the existing telephony system
Unified Communications-as-a-Service (UC-as-a-Service)	Enable new communications services in the business application for increased collaboration between employees (chat, file sharing, audio and video call)
Cloud-based solution	Embrace Software-as-a-Service (SaaS), optimize IT operations, improve Total Cost of Ownership (TCO)

Datasheet

[Alcatel-Lucent Rainbow connector for CRM applications](#)



Prerequisites

The Rainbow CTI connector is available for the following configurations:

- CRM applications:
 - Salesforce Sales Cloud and Service Cloud
 - Microsoft Dynamics CRM
 - ServiceNow ITSM
- Telephony systems:
 - OmniPCX® Enterprise R12.2 or higher
 - OXO Connect R3.x or higher

Pricing and ordering

The Rainbow CTI connector is available for any Rainbow user (with an Essential/Business/Enterprise/Ent.Conf subscription) who benefits from the Rainbow CONNECT option.

CRM application users (refer to the list of compatible applications in this document) must have a Rainbow user subscription and the Rainbow CONNECT option.

The Rainbow CONNECT option is available based on a monthly fee per user or as a 1, 3, or 5 year prepaid subscription. Prices and country green lists can be found in the Rainbow Worldwide Price List (WPL) document.