Avaya Solution & Interoperability Test Lab

Application Notes for Maximizer CRM 2016 R2 with Avaya Aura® Communication Manager and Avaya Aura® Application Enablement Services R7.0 using Telephony Web Service – Issue 1.0

Abstract

These Application Notes describe the configuration steps required for Maximizer CRM 2016 R2 to interoperate with Avaya Aura® Communication Manager and Avaya Aura® Application Enablement Services R7.0 using Telephony Web Service. Maximizer CRM 2016 R2 is a CRM software application.

In the compliance testing, Maximizer CRM 2016 R2 used the Telephony Web Services from Avaya Aura® Application Enablement Services to access to a subset of the third-party call control capabilities provided by Avaya Aura® Communication Manager. The Telephony Web Service supports many requests however only Make Call and Disconnect Active Call were relevant for this testing.

Readers should pay attention to **Section 2**, in particular the scope of testing as outlined in **Section 2.1** as well as the observations noted in **Section 2.2**, to ensure that their own use cases are adequately covered by this scope and results.

Information in these Application Notes has been obtained through DevConnect compliance testing and additional technical discussions. Testing was conducted via the DevConnect Program at the Avaya Solution and Interoperability Test Lab.

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SPOC 2/24/2016
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1 of 26
MaxCRM16-AES70

1. Introduction

These Application Notes describe the configuration steps required for Maximizer CRM 2016 R2 to interoperate with Avaya Aura® Communication Manager and Avaya Aura® Application Enablement Services R7.0 using Telephony Web Service. Maximizer CRM 2016 R2 is CRM software and the click to call feature of this software was tested.

In the compliance testing, Maximizer CRM 2016 R2 used the Telephony Web Service from Avaya Aura® Application Enablement Services (hereafter referred as Application Enablement Services) to make a call from stations on Avaya Aura® Communication Manager (hereafter referred as Communication Manager) to a client phone number configured in their application's address book.

The Telephony Web Service provides high level call control functionality over standard web service interfaces (SOAP/XML). All operations are treated as being independent, and the only parameters required are extension and telephone numbers.

The Telephony Web Service is resident on the Avaya Aura® Application Enablement Services server and enables access to a subset of the third-party call control capabilities provided by Avaya Aura® Communication Manager. The web service allows client applications to control a device's participation in calls on a switch.

2. General Test Approach and Test Results

The feature test cases were performed both automatically and manually. Upon start of Maximum CRM 2016 R2 (hereafter referred to as Maximizer CRM), the application automatically connects to Application Enablement Services and using the Telephony Web Service can make a call or disconnect an active call.

For the manual part of the testing, a call was initiated by opening the web based client of Maximizer CRM and clicking on a client number from the address book. Also using the same click to call feature, an active call was disconnected too.

The serviceability test cases were performed manually by restarting the server hosting the Maximizer CRM or the client PC that is running the web based client of Maximizer CRM.

The verification of tests included answering the call made and ensure there was proper speech path and also if the call was disconnected correctly. Also the notes section of Maximizer CRM was verified for consistency.

DevConnect Compliance Testing is conducted jointly by Avaya and DevConnect members. The jointly-defined test plan focuses on exercising APIs and/or standards-based interfaces pertinent to the interoperability of the tested products and their functionalities. DevConnect Compliance Testing is not intended to substitute full product performance or feature testing performed by

DevConnect members, nor is it to be construed as an endorsement by Avaya of the suitability or completeness of a DevConnect member's solution.

2.1. Interoperability Compliance Testing

The interoperability compliance test included feature and serviceability testing.

The feature testing focused on verifying the following:

- Making a call using the click to call feature.

- Disconnecting a call using the click to call feature.

- Ensuring that clear speech path is established for an active call.

- Ensure Maximizer CRM can disconnect the call correctly when called number is busy or invalid.

- Ensure that the information in the notes section of Maximizer CRM is correct and valid.

The serviceability testing focused on verifying the ability of Maximizer CRM to recover from adverse conditions, such as disconnecting/reconnecting the Ethernet connection to its server or to a client PC.

2.2. Test Results

All test cases were executed. The following were the observations on Maximizer CRM from the compliance testing.

- The click to call feature can only make active calls or disconnect an active call. Any other features like Transfer, Conference, Hold etc., are not supported.

- The dial plan in Maximizer CRM is hard coded to dial only telephone numbers that are 10 digits or higher.

- Avaya Deskphones of 96x1 types (for example 9641) with SIP firmware are unable to make the call using the Telephony Web Services via Application Enablement Services. Avaya is aware of the issue (JIRA PHONEX6-1448).

2.3. Support

Technical support on Maximizer CRM can be obtained through the following:

- **Phone:** 1-866-275-1254
- **Email:** support@maximizercrmlive.com

3. Reference Configuration

The detailed administration of the basic connectivity between Communication Manager and Application Enablement Services and of the Maximizer CRM are not the focus of these Application Notes and will not be described.

In the compliance testing, both H323 and SIP desk phones were used and therefore Avaya Aura® Session Manager (Session Manager) is shown in the figure below since the SIP desk phones were registered to the Session Manager

Figure 1: Compliance Testing Configuration

4. Equipment and Software Validated

The following equipment and software were used for the sample configuration provided:

Equipment/Software	Release/Version
Avaya Aura® Communication Manager	7.0.0.1.0-SP1 (R017x.00.0.441.0)
Avaya Aura® Application Enablement Services	7.0.0.0.1.13
Avaya Aura® Session Manager	7.0.0.0.700007
Avaya Aura® System Manager	7.0.0.0
Avaya Aura® Media Server	7.7.0.226
Avaya G450 Media Gateway	37 .19 .0 /1
Avaya IP Deskphones: 9608 (H323) 9641 (H323) 9650 (SIP) 9650 (H323)	 6.6115 6.6115 2.6.15 3.250A
Maximizer Server running on VM Ware with Windows Server Standard without Hyper-V SP2 32-bit	Maximizer CRM 2016 R2 Package 14.0

5. Configure Avaya Aura® Communication Manager

This section provides the procedures for configuring Communication Manager. The procedures include the following areas:

- Verify License
- Administer CTI link
- Administer System Parameters Features
- Administer a User's Station

5.1. Verify License

Log in to the System Access Terminal to verify that the Communication Manager license has proper permissions for features illustrated in these Application Notes. Use the "display system-parameters customer-options" command to verify that the **Computer Telephony Adjunct Links** customer option is set to "y" on **Page 4**. If this option is not set to "y", then contact the Avaya sales team or business partner for a proper license file.

```
display system-parameters customer-options                    Page   4 of  12
                              OPTIONAL FEATURES

    Abbreviated Dialing Enhanced List? y          Audible Message Waiting? y
        Access Security Gateway (ASG)? y             Authorization Codes? y
        Analog Trunk Incoming Call ID? y                      CAS Branch? n
 A/D Grp/Sys List Dialing Start at 01? y                        CAS Main? n
Answer Supervision by Call Classifier? y              Change COR by FAC? n
                                  ARS? y  Computer Telephony Adjunct Links? y
                  ARS/AAR Partitioning? y  Cvg Of Calls Redirected Off-net? y
          ARS/AAR Dialing without FAC? n                     DCS (Basic)? y
            ASAI Link Core Capabilities? y             DCS Call Coverage? y
            ASAI Link Plus Capabilities? y             DCS with Rerouting? y
          Async. Transfer Mode (ATM) PNC? n
     Async. Transfer Mode (ATM) Trunking? n  Digital Loss Plan Modification? y
              ATM WAN Spare Processor? n                          DS1 MSP? y
                                 ATMS? y          DS1 Echo Cancellation? y
                   Attendant Vectoring? Y
```

5.2. Administer CTI Link

Add a CTI link using the "add cti-link n" command, where "n" is an available CTI link number. Enter an available extension number in the **Extension** field. Note that the CTI link number and extension number may vary. Enter "ADJ-IP" in the **Type** field, and a descriptive name in the **Name** field. Default values may be used in the remaining fields.

```
add cti-link 1                                             Page   1 of   3
                                  CTI LINK
 CTI Link: 1
Extension: 56000
     Type: ADJ-IP
                                                              COR: 1

     Name: DevvmAES
```

5.3. Administer System Parameters Features

Use the "change system-parameters features" command to enable **Create Universal Call ID (UCID)**, which is located on **Page 5**. For **UCID Network Node ID**, enter an available node ID.

```
change system-parameters features                          Page   5 of  19
                     FEATURE-RELATED SYSTEM PARAMETERS

SYSTEM PRINTER PARAMETERS
  Endpoint:              Lines Per Page: 60


SYSTEM-WIDE PARAMETERS
                                 Switch Name:
          Emergency Extension Forwarding (min): 10
        Enable Inter-Gateway Alternate Routing? n
Enable Dial Plan Transparency in Survivable Mode? n
                         COR to Use for DPT: station
             EC500 Routing in Survivable Mode: dpt-then-ec500
MALICIOUS CALL TRACE PARAMETERS
              Apply MCT Warning Tone? n   MCT Voice Recorder Trunk Group:
     Delay Sending RELease (seconds): 0
SEND ALL CALLS OPTIONS
     Send All Calls Applies to: station    Auto Inspect on Send All Calls? n
           Preserve previous AUX Work button states after deactivation? n
UNIVERSAL CALL ID
     Create Universal Call ID (UCID)? y    UCID Network Node ID: 1
```

Navigate to **Page 13**, and enable **Send UCID to ASAI**. This parameter allows for the universal call ID to be sent to Maximizer CRM.

```
change system-parameters features                           Page  13 of  19
                       FEATURE-RELATED SYSTEM PARAMETERS
 CALL CENTER MISCELLANEOUS
           Callr-info Display Timer (sec): 10
                       Clear Callr-info: next-call
       Allow Ringer-off with Auto-Answer? n

   Reporting for PC Non-Predictive Calls? n

           Agent/Caller Disconnect Tones? n

            Zip Tone Burst for Callmaster Endpoints: double

  ASAI
                Copy ASAI UUI During Conference/Transfer? n
             Call Classification After Answer Supervision? n
                                       Send UCID to ASAI? y
               For ASAI Send DTMF Tone to Call Originator? y
         Send Connect Event to ASAI For Announcement Answer? n
 Prefer H.323 Over SIP For Dual-Reg Station 3PCC Make Call? n
```

5.4. Administer a User's Station

Add a desk phone that will be assigned to a user on Maximizer CRM using the "add station n" command, where "n" is an available extension number. Enter the following values for the specified fields, and retain the default values for the remaining fields.

- **Extension:** The available extension number.
- **Type:** Any IP telephone type, such as "9608".
- **Name:** A descriptive name.
- **Security Code:** A desired code.
- **COR:** The COR number.

```
add station 56101                                          Page   1 of   5
                                   STATION

Extension: 56101                    Lock Messages? n                 BCC: M
     Type: 9608                     Security Code: *                  TN: 1
     Port: S00000               Coverage Path 1:                     COR: 1
     Name: OneOne                Coverage Path 2:                    COS: 1
                                 Hunt-to Station:               Tests? y
STATION OPTIONS
                                      Time of Day Lock Table:
              Loss Group: 19       Personalized Ringing Pattern: 1
                                          Message Lamp Ext: 56101
          Speakerphone: 2-way           Mute Button Enabled? y
      Display Language: english           Button Modules: 0
 Survivable GK Node Name:
         Survivable COR: internal      Media Complex Ext:
  Survivable Trunk Dest? y                    IP SoftPhone? y

                                       IP Video Softphone? y
                       Short/Prefixed Registration Allowed: default

                                      Customizable Labels? y
```

6. Configure Avaya Aura® Application Enablement Services

This section provides the procedures for configuring Application Enablement Services. The procedures include the following areas:

- Launch OAM interface
- Verify License
- Administer TSAPI link
- Administer H.323 gatekeeper
- Disable Security Database
- Restart Services
- Administer Maximizer CRM user
- Enable Call and Device Control for CTI user
- Enable Ports

6.1. Launch OAM Interface

Access the OAM web-based interface by using the URL "https://ip-address" in an Internet browser window, where "ip-address" is the IP address of the Application Enablement Services server.

The **Please login here** screen is displayed. Log in using the appropriate credentials.

The **Welcome to OAM** screen is displayed next.

6.2. Verify License

Select **Licensing** → **WebLM Server Access** in the left pane, to display the **Web License Manager** pop-up screen (not shown), and log in using the appropriate credentials.

The **Web License Manager** screen below is displayed. Select **Licensed products** →
APPL_ENAB → **Application_Enablement** in the left pane, to display the **Application
Enablement (CTI)** screen in the right pane.

Verify that there are sufficient licenses for **TSAPI Simultaneous Users** as shown below. Note
that the TSAPI license is required for Telephony Web Service.

6.3. Administer TSAPI Link

To administer a TSAPI link, select **AE Services → TSAPI → TSAPI Links** from the left pane of the **Management Console**. The **TSAPI Links** screen is displayed, as shown below. Click **Add Link**.

The **Add TSAPI Links** screen is seen next however the screen below shows the screen after the Link has been added.

The **Link** field is only local to the Application Enablement Services server, and may be set to any available number. For **Switch Connection**, select the relevant switch connection from the drop-down list. In this case, the existing switch connection "procr" is selected. For **Switch CTI Link Number**, select the CTI link number from **Section 5.2**. Retain the default values in the remaining fields.

6.4. Administer H.323 Gatekeeper

Select **Communication Manager Interface → Switch Connections** from the left pane. The **Switch Connections** screen shows a listing of the existing switch connections.

Locate the connection name associated with the relevant Communication Manager, in this case "procr", and select the corresponding radio button. Click **Edit H.323 Gatekeeper**.

The **Edit H.323 Gatekeeper** screen is displayed. Enter the IP address of a C-LAN circuit pack or the Processor C-LAN on Communication Manager to be used as the H.323 gatekeeper, in this case "10.10.97.222" as shown below, which is the Processor C-LAN on Communication Manager. Click **Add Name or IP**. Screen below shows the already added IP.

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14 of 26
MaxCRM16-AES70

6.5. Disable Security Database

Select **Security** → **Security Database** → **Control** from the left pane, to display the **SDB Control for DMCC, TSAPI, JTAPI and Telephony Web Services** screen in the right pane. Uncheck both fields below.

6.6. Restart Services

Select **Maintenance** → **Service Controller** from the left pane, to display the **Service Controller** screen in the right pane. Check the **TSAPI Service**, and click **Restart Service**.

6.7. Administer Maximizer CRM User

Select **User Management** → **User Admin** → **Add User** from the left pane, to display the **Add User** screen in the right pane.

Enter desired values for **User Id**, **Common Name**, **Surname**, **User Password**, and **Confirm Password**. For **Avaya Role**, select "userservice.useradmin" from the drop-down list. For **CT User**, select "Yes" from the drop-down list. Retain the default value in the remaining fields.

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17 of 26
MaxCRM16-AES70

6.8. Enable Call and Device Control for CTI User

Select **Security** → **Security Database** → **CTI Users** → **List All Users** from the left pane, to display the **CTI Users** screen in the right pane as shown below. Select the User ID created in **Section 6.7** and click on the **Edit** button.

The **Edit CTI User** screen is seen as shown below. Under **Call and Device Control**, select the "Any" option from the drop down for the **Call Origination/Termination and Device Status** field. Under **User Profile**, check the box for the **Unrestricted Access** field. Retain default values for all other field and click on the **Apply Changes** button.

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SPOC 2/24/2016
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19 of 26
MaxCRM16-AES70

6.9. Enable Ports

Select **Networking → Ports** from the left pane, to display the **Ports** screen in the right pane.

In the **TSAPI Ports** section, select the radio button for **TSAPI Service Port** under the **Enabled** column, as shown below. Retain the default values in the remaining fields.

7. Configure Maximizer CRM 2016 R2

This section provides the procedures for configuring Maximizer CRM. The procedure includes the configuration of the "web.config" file in the Maximizer CRM server. It is also assumed that the station configured in **Section 5.4** is assigned to a user on the Maximizer CRM.

The configuration of Maximizer is performed by their installers and dealers. The procedural steps are presented in these Application Notes for informational purposes.

7.1. Administer the Web.Config File

Login to the Maximizer CRM server; navigate to the **C:\Program Files\Maximizer\Portals\Employee\Dialogs\CustomDialogs** directory to edit the **web.config** file as shown below.

Replace the text in yellow with the appropriate values.

Setting	Description
MakeCallDialog_AvayaAESWS_TelephonyServiceService	The URL to the Application Enablement Services web service to be used with the Make Call Dialog
AESCredentialLogin	The login name for the Application Enablement Services web service UserID created in **Section 6.7**.
AESCredentialPwd	The password for the Application Enablement Services web service UserID created in **Section 6.7**.

```
<applicationSettings>
     <MakeCallDialog.Properties.Settings>
          <setting name="MakeCallDialog_AvayaAESWS_TelephonyServiceService"
               serializeAs="String">

     <value>https://10.10.97.224/axis/services/TelephonyService</value>
          </setting>
          <setting name="AESCredentialLogin" serializeAs="String">
               <value>Test</value>
          </setting>
          <setting name="AESCredentialPwd" serializeAs="String">
               <value>Password</value>
          </setting>
     </MakeCallDialog.Properties.Settings>
  </applicationSettings>
```

8. Verification Steps

This section provides the tests that can be performed to verify proper configuration of Communication Manager, Application Enablement Services, and Maximizer CRM.

8.1. Verify Avaya Aura® Communication Manager

On Communication Manager, verify the status of the administered CTI link by using the "status aesvcs cti-link" command. Verify that the **Service State** is "established" for the CTI link number administered in **Section 5.2**, as shown below.

```
status aesvcs cti-link

                    AE SERVICES CTI LINK STATUS

CTI    Version  Mnt   AE Services    Service     Msgs   Msgs
Link            Busy  Server         State       Sent   Rcvd

1      5        no    DevvmAES       established  14     14
```

Verify the registration status of the IP desk phones by using the "list registered-ip-stations" command. Verify that the IP desk phone extension from **Section** Error! Reference source not found.**4** are displayed along with the IP address of the Communication Manager, as shown below.

```
list registered-ip-stations

                      REGISTERED IP STATIONS

Station Ext   Set Type/  Prod ID/    TCP Station IP Address/
or Orig Port  Net Rgn    Release     Skt Gatekeeper IP Address
------------- ---------  ----------  --- -------------------------------------
56101         9608       IP_Phone     y  10.10.5.14
              1          6.6115          10.10.97.222
56102         9641       IP_Phone     y  10.10.5.16
              1          6.6115          10.10.97.222
56103         9650       IP_Phone     y  10.10.5.12
              1          3.250A          10.10.97.222
```

8.2. Verify Avaya Aura® Application Enablement Services

On Application Enablement Services, verify the status of the TSAPI link by selecting **Status** →
Status and Control → **TSAPI Service Summary** from the left pane. The **TSAPI Link Details**
screen is displayed.

Verify the **Status** is "Talking" for the TSAPI link administered in **Section 6.3**.
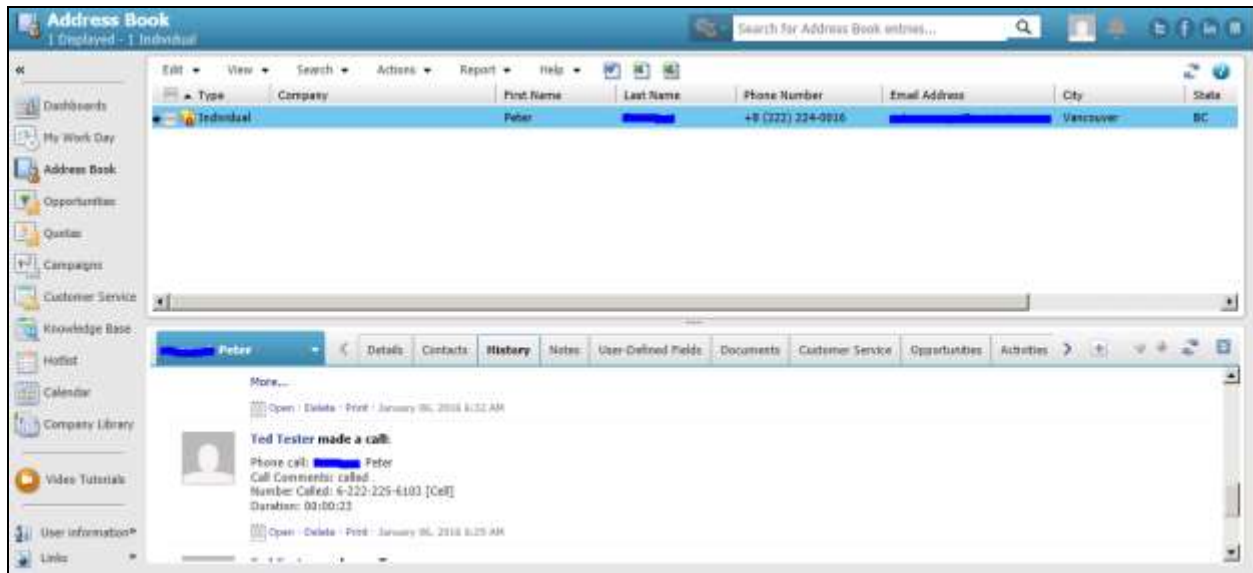
8.3. Verify Maximizer CRM 2016 R2

Log into Maximizer CRM Web Access using one of the supported browsers. Follow the steps to make a call from user's address book to a valid telephone number by clicking the "Make Call" button. The far end telephone rings and answers the call, ensure clear speech path is established and the user is able to add notes in the call comments box and hang up the call by clicking the "Hang Up" button.

Screen below shows the details of the call made after it is completed.

9. Conclusion

These Application Notes describe the configuration steps required for Maximizer CRM 2016 R2 to successfully interoperate with Avaya Aura® Communication Manager and Avaya Aura® Application Enablement Services R7.0 using Telephony Web Service. All feature and serviceability test cases were completed with observations noted in **Section 2.2**.

10. Additional References

Product documentation for Avaya products may be found at http://support.avaya.com.

Avaya
1. *Implementing Avaya Aura® Session Manager* Document ID 03-603473.
2. *Administering Avaya Aura® Session Manager*, Doc ID 03-603324.
3. *Deploying Avaya Aura® System Manager*, Release 7.0.
4. *Administering Avaya Aura® System Manager for Release 7.0*, Release 7.0.
5. *Quick Start Guide to Using the Avaya Aura® Media Server with Avaya Aura® Communication Manager.*
6. *Deploying and Updating Avaya Aura® Media Server Appliance*, Release 7.7.
7. *Administering Avaya Aura® Communication Manager*, Release 7.0, 03-300509.
8. *Avaya Aura® Communication Manager Feature Description and Implementation*, Release 7.0, 555-245-205.
9. *Deploying Avaya Aura® Application Enablement Services in Virtualized Environment*, Release 7.0
10. *Administering and Maintaining Avaya Aura® Application Enablement Services*, Release 7.0

Maximizer CRM
Product information for Maximizer CRM products can be found at http://www.maximizer.com/

Deployment instructions for the Avaya Make Call Dialog can be obtained from Maximizer upon request.

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