CloudWinks

CLOUDWINKS · FOUNDATION APPS

BullChat

Technical brief

BullChat is the conversation layer inside CloudWinks applications. It holds in-app messages tied to a shared item, using the common identity records, alongside the email and text communications that BigTalk handles.

1. Architecture in brief

BullChat is a Foundation app with personal tenancy. It holds conversation messages with text, an optional item, references, tags and optional coordinates, plus app-user and app-company extensions. CloudWinks supplies the application runtime and Crux the shared identity. BullChat is the in-app conversation layer; the platform's email and text service is BigTalk.

2. Service boundary and intake

A message is created against an optional item, with text required, and may include references, tags or a location. Attachments are linked through MediaMogul. Other apps do not send email or SMS through this table; those paths remain with BigTalk. Ordinary create and review operations use the shared platform services.

3. Data handled

The model stores message text, item, references, tags and optional latitude and longitude, together with user and company extensions. BullChat owns the in-app message. It does not own the email or text, the MediaMogul file, the Roady place or the identity record.

4. Integrations and ownership

Crux and CloudWinks provide identity and the application experience. BigTalk remains email, text and notifications. MediaMogul is the file store for attachments. Roady remains the location service when a shared place is needed. BullChat owns the message, not those services.

5. Security and access

Access follows personal tenancy and platform grants. A visible conversation is not a grant to every item or to BigTalk messages. Optional location fields are part of the message record and should be treated as personal context. Identity and access remain with Crux and KeyKook.

Competitive context

ALTERNATIVE	ITS FOCUS	CLOUDWINKS PRODUCT FOCUS
Google Chat	Spaces and chats for team messages, files and threads.	An in-app conversation record tied to a CloudWinks item, inside the application rather than in a separate chat suite.
Slack	Channels, direct messages and threads for workplace chat.	In-app messages alongside, not instead of, CloudWinks email and text communications.

© 2026 CloudWinks.