

# Competitive Differentiation

## Questions this doc answers

- How does Reflect compare to Mem0, Supermemory, Notion AI, and Claude/ChatGPT memory?
- Why is Reflect positioned as infrastructure instead of another AI tool?
- How do we prove the moat to a regulated buyer?

## Infra layer vs app layer

Reflect Memory sits below AI tools. We do not offer a standalone chat interface. Instead:

- We expose a REST API + MCP connectors that any tool can read from or write to.
- Agent writes cannot override existing memory; they can only append context, preserving history.
- Visibility controls live in `allowed_vendors`, so each tool sees only what it is allowed to see.

In contrast, Mem0, Supermemory, and Notion AI live **above** the AI layer: they wrap a single tool's memory. No audit trail, no vendor neutrality, no private deploy insulating compliance teams. Reflect sells: "Give your AI tools one provider-neutral brain that lives inside your network."

## Moat proof points

- **Deployment moat** - Hosted + isolated + self-host options with explicit air-gap features (model egress disable, `RM_ALLOW_PUBLIC_WEBHOOKS`, SSO).
- **Graph + temporal tooling** - Upcoming MCP helpers will answer "Is this decision still current?" using explicit supersession edges, while competitors rely on heuristics.
- **Async diligence docs** - Each `/diligence` page, markdown download, and PDF is optimized for AI ingestion, so prospects can paste a prompt and let their own models verify the claims.
- **Memory portability** - Connect ChatGPT, switch to Claude, open Cursor, and the memory travels with you (because it's stored once, not inside any single vendor's product).

## Regulated buyers

Reflect's infrastructure promise resonates with regulated teams because:

1. No data leaves your perimeter unless you say so (self-host + `disableModelEgress`).
2. We ship audit trails, SOC 2/HIPAA-ready controls, and per-tenant SSO.
3. Tamer owns deployments; architecture updates propagate via the question bank + `/diligence` bundle so every integrator knows exactly what to ask.