

POLARITY

The memory augmentation platform that makes your team smarter

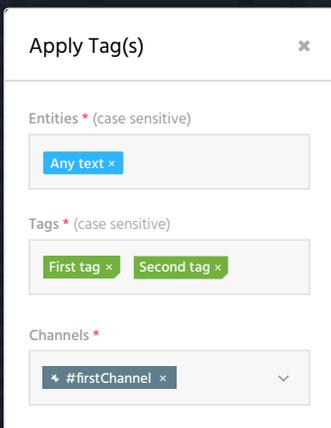
Humans are good at analysis but bad at recall. Make your team smarter by giving them superhuman data awareness and recall.



Superhuman Data Awareness and Recall for Your Team

Whether you're a cyber analyst looking for threats or a financial analyst doing research - Polarity improves decision making by allowing users to capture, recall, and share intelligence across any workflow.

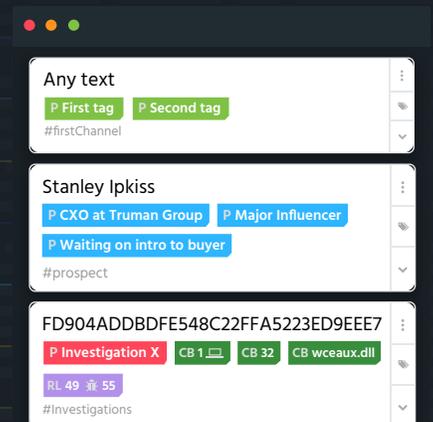
Capture



Recognize



Overlay



Capture

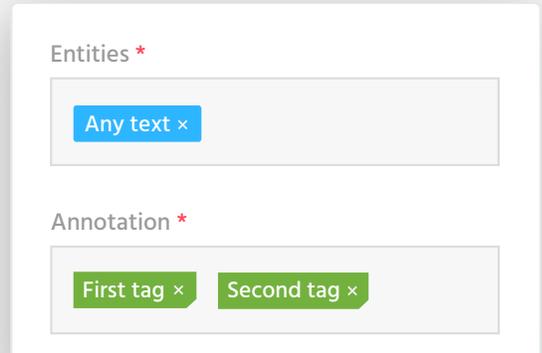
From any application, with the touch of a keystroke, you can annotate any string with information worth sharing or remembering. This could be notes on a customer, evidence from an investigation, or intelligence on a threat.

Capture What to Recognize

Here are some examples of what Polarity users often add to the collective memory.

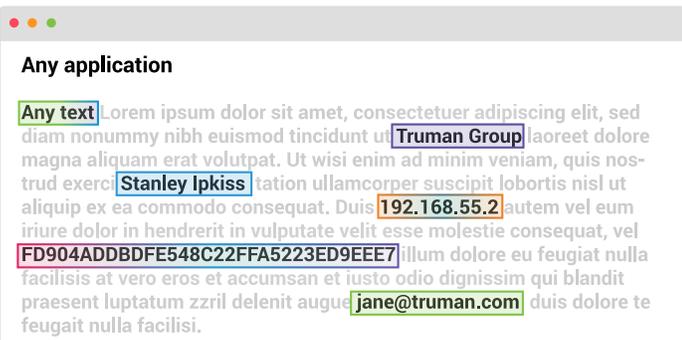
Capture What to Overlay

Polarity users often capture notes from their analysis or organization specific intelligence, sometimes they also connect Polarity to institutional knowledge repositories or external intelligence sources.



Recognize

Polarity then recognizes what your team has annotated.



Computer Vision

By working at the pixel level, Polarity can enable collaboration across any workflow. Polarity instantly integrates the collective memory data with your entire team and toolset.

Anything

Polarity can recognize any arbitrary string, even data that would not typically be identified with traditional entity extraction or natural language processing techniques.

Overlay

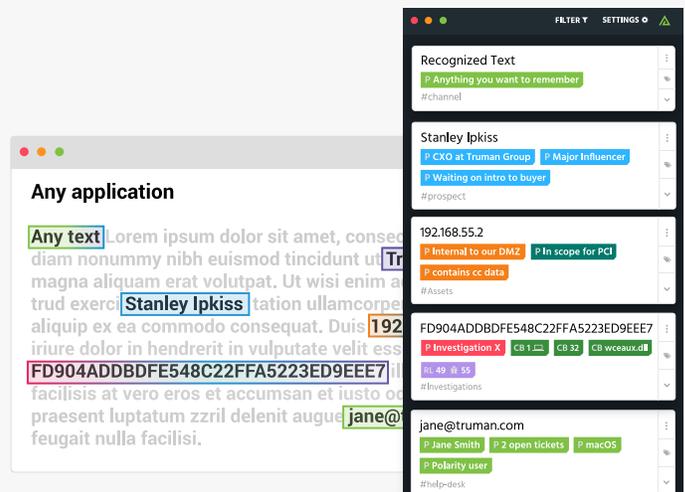
The HUD - Polarity incorporates your teams annotations into an actual heads-up display for their desktops that draws directly on their screens to give them superhuman data awareness and recall without affecting their existing workflow.

Awareness

Polarity overlays give users awareness of contextual information related to what they are working on, improving decision making, and reducing mistakes.

Recall

Spent less time switching between applications because Polarity can overlay contextual information you would have otherwise searched or looked up.



Channels

The collective memory grows over time and users choose what channels of data they subscribe to. Users configure the overlay to identify what institutional knowledge is actionable vs informational.

The screenshot shows the 'Channels' interface with a search bar and several channel cards. Each card includes a channel name, a description, creation date, and a toggle switch.

Channel Name	Description	Status
#CusipNumbers	For the finance team to view a quick list of CUSIP numbers	ON
#prospect	This channel is dedicated to all sales prospects to provide a quick way to...	ON
#Assets	Internal information	OFF
#Investigations	Cyber security investigations	ON
#help-desk	Quick answers on customers that have submitted a support ticket	OFF

Extensible

The Polarity user community has built over 60 integrations with 49 of them open sourced for the whole community to use. When users subscribe to integration data they are able to leverage that data as part of the overlay across all of their tools and workflows.

The screenshot displays a grid of data overlays for various entities. Each overlay shows the entity name and associated data from different sources.

- FD904ADDBDFE548C22FFA5223ED9EEE9**: VirusTotal scan results showing 0 resolutions.
- 203.0.113.4**: MaxMind location data for Athens, Greece.
- Amazon.com**: ARIN organization information for Amazon Technologies Inc.
- 42 14th Ave, New York, NY 10007**: Google Maps location data.
- 104.131.85.208**: ReversingLab file reputation showing a malicious status.
- 192.168.55.133**: VirusTotal scan results showing 49 positive detections.
- 192.23.44.1**: SP TIC 78 scan results.

"Polarity highlights the known, so my team can immediately focus on the unknown."
- Benjamin - CISO Global Financial Services Company

"Polarity enabled our incident response team to quickly draw on historic intelligence which furthered their ability to respond effectively to observed events."
- CIO of a Leading Media and Internet Company

"Winner of two awards: Editor's Choice Infosec Startup of the Year, and Best Product - Memory Augmentation"
- Cyber Defense Magazine

2018 Cool Vendor
- Gartner

Try it free at www.polarity.io