



NEW

Instant Continuous Protection

AI against Fraud & Financial Crime

Benefits

58 billion

transactions protected annually

300 million

users protected every year

Real-time

model processing

<25 millisecond

response time

2400 +

transactions per second

Introducing Lynx

Did you know? Lynx processes nearly every card payment in Spain in real-time, safeguarding 15 billion transactions annually which equates to 2400 transactions per second.

Globally, Lynx processes 58 billion payments and transactions annually, leveraging the most advanced AI for fraud prevention in the past two decades. Trusted by Top financial institutions across the world, Lynx significantly reduces fraud and operational costs.



Addressing the Growing Threat of Online Fraud

Online fraud is the fastest-growing fraud in the UK, with over **£1.2 billion** stolen in 2022, equivalent to £2,230 a minute.¹

The rise of generative AI automation gives perpetrators the ability to scale their fraud attempts.²

The global Fraud Detection and Prevention Market size is projected to grow from USD 27.7 billion in 2023 to USD 66.6 billion by 2028 at a CAGR of 19%³ due to surging fraud.

In 2023, fraud scams and bank fraud schemes totaled \$485.6B in projected losses globally.⁴



1. Source: UK Finance "Over £1.2bn stolen through fraud in 2022"
2. Source: The Double-Edged Sword of Generative AI: Fraud Perpetration and Detection (Datos)
3. Fraud Detection and Prevention Market (markets and markets)
4. <https://www.nasdaq.com/global-financial-crime-report>

Why rules-based fraud solutions fall short?

Traditional rules-based fraud solutions rely on historical attacks and data, which don't reflect tomorrow's fraud patterns. These solutions drive data drift which results in higher fraud and false positives.

Lynx specializes in developing machine learning (ML) models that adapt to user and attacker behavior, reducing the need for extensive rule sets and resources to manage them, enhancing fraud detection and driving down false positives.

The Importance of Daily Adaptive Models

Traditional Machine Learning (ML) Models degrade over time due to changing user behaviour and evolving fraud tactics, especially evident during significant events like the pandemic.

A paradigm shift in user behaviour occurred during the pandemic where usual patterns of spending changed en masse and rapidly. Traditional static ML models trained on historical data became irrelevant overnight, causing a significant degradation of performance, resulting in more fraud and a negative user experience (UX). As Financial Institutions (FIs) adapted to improve UX, there was a reduction in protection, further resulting in more fraud and losses.

Everyday



Lynx machine models are trained every day to learn new customer and attacker behaviour.

Without further interference, Lynx Fraud solutions using the Daily adaptive models, were just as effective 2 years after the start of the Pandemic as they were on day 1!

Lynx's Daily Adaptive Models (DAM) continually update based on the latest data, Lynx deploys ML models that learn everyday, maintaining the highest accuracy, even throughout the pandemic.

How do we do this?

Lynx collects data on the user spend, attacks, and behaviour. This information is anonymized, encrypted, and analysed daily by our Daily Adaptive Models (DAM). DAM re-defines and updates the ML model with the new user behavior and attacks using data - up to that same day - to ensure peak accuracy.

Additionally, continuous error checking and safeguards are in place to prevent anomalous data, bias, noise, and other attacks from reducing performance. This means that every day you have a brand-new model of the highest accuracy to stop more fraud and reduce even more false positives.

Lynx solves this with Advanced machine learning

Lynx Fraud Prevention utilises bespoke algorithms and artificial intelligence (AI) to understand your customers behaviour and spending patterns. Our ground breaking adaptive models evolve and learn daily, are drift-resistant and effectively counter new fraud tactics in real-time while minimizing disruptions to legitimate transactions.

Everyday



Lynx machine models are trained daily to adapt to ever-evolving threats.

Protect against card present fraud, card not present (ecommerce) fraud, as well as investor, romance, impersonation scams & more

How does Lynx Fraud work?

Holistic Continuous Protection



Multichannel Integration

Lynx provides a comprehensive view of risk by integrating all channels for FIs, creating self-learning profiles for each user, including their connected devices, cards, accounts, beneficiaries, and locations to accurately assess the context around the payment.



Most Accurate Scores

Lynx generates precise risk scores, minimizing customer impacts and drastically reducing false alerts.



Flexible data model

Lynx Flex enables seamless integration by adapting to the customer payloads and leveraging this data in the features, models, decision engine and dashboards.



Daily Learning

Lynx protects against model drift, continuously learning new behaviors and fraud vectors daily, ensuring the highest model accuracy and adaptability against emerging threats.



Fast decisions with 360-degree view

Using real-time dashboards and advanced analytics, Lynx facilitates decision-making with a complete customer view, significantly reducing alert decision making time.



Product Features

- Pre-configured behavioural models that learn customer behaviour and prevent fraud
- Behavioural monitoring
- Most accurate score ⁵
- Comprehensive protection
- Support and maintenance
- Real-time monitoring
- Daily adaptive models
- 360-degree view of your customers
- Advanced rules engine
- Multichannel tuned
- No need for data scientists
- No code configuration

Technical Specifications

- Available on-premise & on cloud
- Built by security experts
- PCI-DSS compliant
- Data agnostic interface
- ISO8583, ISO20022 schema ready
- Self-publishing API
- Supervised learning
- In-memory databases
- Low-level code
- 25ms response
- 2400+ tps

Get in Touch

Website: lynxtech.com

Email: info@lynxtech.com

1. Source: UK Finance "Over £1.2bn stolen through fraud in 2022"
2. The Double-Edged Sword of Generative AI: Fraud Perpetration and Detection
3. Fraud Detection and Prevention Market (markets and markets)
4. <https://www.nasdaq.com/global-financial-crime-report>
5. Requires labelled quality data, appropriate hardware and DAM

Developed by

