



AI against Fraud & Financial Crime

Fraud Prevention

Continuous Protection

Fact Sheet



Benefits

69 + billion	transactions protected annually
300 + million	users protected every year
Real-Time	model processing
<5 millisecond	response time 99,99% average*
2400 +	transactions per second*

* Known performance where connection is TCP/IP socket and the solution is on-premise.

About Lynx

Founded 25 years ago as a nonprofit by AI experts from the Autonomous University of Madrid, Lynx has transitioned to the market in 2023, bringing cutting-edge AI-driven solutions for fraud prevention and financial crime combat. Our advanced technology illuminates real-time risks, streamlines tasks, and empowers organizations to focus on what matters. Trusted by top financial institutions, Lynx saves clients up to **\$1.6 billion annually**, safeguarding over **69 billion transactions** and protecting more than 300 million consumers. Our proprietary 'Daily Adaptive Model' ensures unmatched accuracy while maintaining industry-leading low false positive rates, driving effectiveness in financial crime prevention.

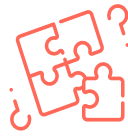
Our Mission

To lead the fight against fraud and financial crime through advanced AI technologies, continuous innovation, and deep industry expertise.

By preventing fraud and financial crime, we help bring **trust**, maintain the **integrity** of financial systems and **protect** you from harm.



The Problem



No secret:

The biggest concern to banks is Authorized Push Payment Fraud (scams). The statistics are alarming, and they're only getting worse by the minute!

The Solution



Best kept secret:

Lynx provides a multi-channel fraud detection solution for FIs and PSPs providing a 360-degree, real time, defense against fraud, and a holistic view of your customers.

Lynx Solves this with Advanced Machine Learning

Seeking a cutting-edge fraud detection solution backed by 25 years of experience? **Welcome to Lynx!**

• Intelligent Fraud Prevention

Daily Adaptive Models continually update using the latest genuine user behavior and fraud patterns.

• **Accurate and Speedy Decision Making** Self-learning profiles leverage users' devices, card and account transactions, beneficiaries, incoming payments, and locations. Real-time data enrichment occurs thanks to Lynx's in-memory database.

• Extensible interfacing

Lynx adapts to various data formats from FIs, enhancing models and reducing time to value. Say goodbye to costly and time-consuming interfacing.

• Multi-Channel Integration

Provides a 360-degree user view across all transaction channels, such as online, mobile, telephony, ATM, card present and CNP payments etc. We support use cases across retail and corporate banking, as well as PSPs.

• **Multi-Functional Fraud Platform** Customize risk thresholds via the rules engine, leverage the case management functionality, and visualize results using real-time dashboards and analytics.

• Analyst's Dream

FIs can send, via feeders, relevant user profile data and, combined with transaction data across all channels, create a unified view, facilitating holistic and expedited decisions.

• Model Governance

Collaborates closely with ML model governance teams to ensure transparency in model training methodology and meeting governance standards like explainability.

The Evolution of Fraud Prevention Solutions

Financial institutions aim to create a layered defense system that can effectively identify, prevent, and respond to all types of financial fraud.



Rules-Based

Real-time rules are ineffective if used exclusively.



Static Supervised Models

Unsupervised models flood FIs with false positives, draining resources and undermining fraud detection effectiveness.



Static Supervised Models

Financial Institutions relying only on static supervised models struggle to adapt to evolving fraud dynamics, resulting in lower effectiveness over time.



Self Learning Models

Daily adaptive models are the latest breakthrough in fraud prevention.

These models safeguard against known risks and are quick to detect and neutralize emerging fraud in real-time.

Legacy Fraud Solutions



Rules-Based

Traditional rules-based fraud solutions rely on historical attacks and data. While effective against known fraud patterns, this approach is inherently flawed in an ever-evolving attack landscape. Financial criminals perpetually modify their tactics, often deploying algorithms equivalent to hundreds of thousands of rules. Even a large team of rule-writers cannot keep pace with rapidly changing attack patterns, leading to crippling operational costs.



Static Unsupervised Models

Financial institutions (FIs) using unsupervised models often face an overload of false positives. While these models identify unusual behavior based on user profiles, atypical actions do not always indicate fraud. For example, many users experience blocks on legitimate transactions when traveling abroad or making purchases from new retailers. Managing these false positives consumes valuable resources, frustrates genuine users, and undermines the effectiveness of fraud detection solutions.

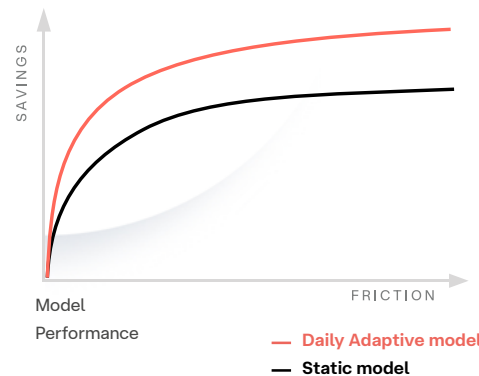


Static Supervised Models

Like the rules-based method, static ML models are trained on historical data and, thus, degrade over time. Their incapacity to detect changing user behavior, new products, shifting social norms, and evolving fraud tactics contributes to this decline.

Next Generation Solutions

Static vs Daily Adaptive



Self Learning Models

Our machine learning (ML) models identify more fraud while minimizing false positives. Our models adapt continuously to combat evolving attack strategies, boosting fraud detection efficiency. Change is constant - whether from shifts in user behavior, new financial products, or emerging threats. **Lynx's Daily Adaptive Models (DAM)** evolve daily, drawing on the FI's data and proprietary sources to maintain peak accuracy, even in challenging times.

How do we do this?

Lynx Fraud Prevention employs optimized machine learning procedures specifically designed for fraud detection.

Our adaptable models update daily without downtime or the need for data scientist intervention, effectively combating fraud by responding to behavioral shifts and emerging tactics. By leveraging user behavior and spending patterns, we create self-learning profiles from diverse data sources while ensuring privacy through encryption and daily updates via our Daily Adaptive Model (DAM).

Rigorous error checks and safeguards mitigate issues like biased data and noise, ensuring robust performance with minimal disruption to legitimate transactions. In an ever-changing regulatory environment, a solution like Lynx is essential for addressing evolving fraud challenges and keeping pace with dynamic fraud vectors.



cielo

Cielo operates the largest payment processor in Latin America and processes over **11 billion transactions per year.**

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“We chose Lynx due to its advanced AI and performance in predicting and identifying fraud. We found Lynx to be the fastest, with the highest accuracy and the fewest false positives. Over the years, Lynx has been and continues to be a trusted and reliable technology partner.”

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Product Features

- Pre-configured model that learns customer financial behavior and mule activity
- Comprehensive financial behavioral monitoring
- Real-time monitoring capabilities
- Utilization of Daily Adaptive Model for continuous updates for accuracy
- 360-degree view of your customers
- Sophisticated rules engine for advanced threat detection
- Multichannel tuning for diverse monitoring needs
- No code configuration

Technical Specifications

- Dual deployment options: on-premises & SaaS solution
- Compliance with PCI Data Security Standard (PCI-DSS)
- Flexible and data-agnostic interface (Flex)
- ISO 8583 and ISO 20022 fields available
- Self-publishing API capability
- Supervised learning techniques
- Utilization of in-memory databases
- Low-level code access
- Rapid 5 ms response time*
- Capability to handle 2400+ Transactions Per Second (TPS)*

* on-premise deployment using TCP/IP socket average time to respond in milliseconds

Get in Touch

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Developed by

