



AI Against Fraud & Financial Crime

Fraud

Authorized Push Payment Fraud

Comprehensive Defense against APPF

Fact Sheet

lynxtech.com

What is Authorised Push Payment Fraud?

Authorised Push Payment Fraud (APPF)

unfolds when malicious actors dupe victims into transferring money to accounts under the attacker's control through social engineering tactics. Despite FI's efforts to authenticate legitimate customers, once the APPF attack is executed, the funds are typically irrecoverable.

About Fraud

Online fraud is the fastest-growing fraud, with a shocking **£1.2 billion** stolen in 2022, with **80% of Authorised Push Payment** fraud cases originating online. The UK alone suffered **£485 million in losses** in 2022, with **57 percent linked** to purchase fraud¹. Losses have become so severe that the UK Financial Institutions (FIs) decided to evenly split APPF losses starting this October 2024. Meanwhile, investment-related fraud surged to **\$3.9 billion** in 2022 in the US. Victims faced a median loss value of **~\$5000** each², highlighting the alarm that the majority of the fraud is authorised.

Enter Lynx, the comprehensive solution that identifies incoming and outgoing APPF transactions in real time, enabling FIs to react immediately, thus reducing losses and thwarting mule accounts. Leading FIs are working with Lynx to fortify their defenses, reduce losses and ensure customer safety.

Lynx Fraud Prevention protects against APPF in real time

Lynx Fraud Prevention deploys state-of-the-art artificial intelligence optimised for fraud prevention. Leveraging techniques honed over decades, such as advanced techniques to understand and decode users' and fraudsters' financial behaviours and attacks. The solution's groundbreaking extensible daily adaptive models shield against new threats and ensure unparalleled accuracy thanks to drift resistant techniques. Lynx's prowess lies in identifying and preventing both outgoing and incoming APPF fraud, empowering users to transact securely without interruption and identify illicit funds entering an account.

¹ Source: UK Finance "Over £1.2bn stolen through fraud in 2022"

² Source: Federal Trade Commission FraudReports FraudFacts

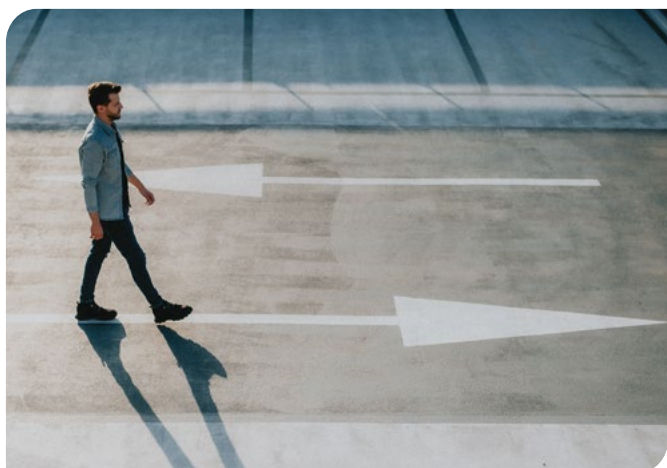
How does Lynx Fraud Prevention work?

Holistic Continuous Protection

Lynx Fraud Prevention sets the gold standard for safeguarding against fraud by incorporating cutting-edge technologies and advanced methods into its operations. Here's a deeper dive into how it works:

Financial Context Analysis

At Lynx, we delve deep into each user's digital footprint, encompassing their devices, payment methods, beneficiaries, locations and transactions. This meticulous approach enables us to comprehensively assess the context surrounding every financial and non-financial transaction, including logins and authentications.



76 Bn+

Transactions protected annually by

Lynx Fraud Prevention in <50ms*

Protect against all types of scams:

investor, romance, impersonation scams, guided scams & more

* for 99.99% of transactions processed



Most Accurate Scores

Our scoring mechanisms are meticulously fine-tuned to strike a delicate balance between fraud detection amount and false positives. This optimisation ensures that Lynx delivers industry-leading savings with minimal disruptions and financial setback for our clients.

Dynamic Feature Generation

Lynx boasts an innovative feature generation system that swiftly grasps and categorizes incoming data types, automatically generating relevant features. Through a sophisticated training process, features correlated with fraud will be selected whilst combatting bias in feature selection.

This ensures adaptive learning and the ability to seamlessly integrate new products, data, and workflows without compromising the efficacy of our machine learning model.

Learning everyday

With our best-in-class daily adaptive models, Lynx learns and evolves every day, eliminating downtime and ensuring optimal savings and preventing new attacks whilst ensuring robust governance standards.

Product Features

- Rapid self-learning ML models improving improving accuracy daily
- Pre-configured financial behavioural models that update automatically
- Real-time financial behavioural monitoring
- Real-time monitoring of both APPF outbound and inbound
- Comprehensive 360-degree customer view and alert management
- Advanced easy-to-use configurable rules through a user interface (no programming needed)
- Just-in-time query and response dashboards and reporting
- Multi channel: Cards, Mobile, eBanking, ATM, Branch, P2P, Corporate, Acquirer, Telephony
- Automation of workflows from alerts

Technical Specifications

- SaaS or on-premises deployment options
- PCI-DSS and ISO27001 compliant
- Self-publishing API for easy integration
- Real-time optimized architecture for authorisation flow
- Low level code and in memory databases
- Real time response time (99.99%)*
- Extensible data models
- Strong model governance controls
- Optimised on Fraud vs Friction (VDR vs tFPR)

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

Recognitions



Recognised as a Representative Vendor in **Gartner® Market Guide for Fraud Detection in Banking Payments: 2024**

Named as a Sample Vendor in **Gartner® Emerging Tech Impact Radar: 2025**



Anti-Fraud Solution of the Year at the **FStech Awards**



* Gartner, **Market Guide for Fraud Detection in Banking Payments**, 11 December 2024. Gartner, **Emerging Tech Impact Radar: 2025**, 23 January 2025. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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