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The Phrase Platform is the worlds most powerful, connective, and customizable localization software. Cloud-based and intelligently powered by AI, it is built to automate multilingual content at great speed, accuracy and scale. Phrase allows organizations to provide customers with access to the content they need in the language they speak. This means your customers are more engaged and business impact is delivered quickly. The go-to, end-to-end localization solution that offersat scaleunprecedented levels of customization, automation, and reporting to help you truly connect with new audiences and drive global growth The Total Economic Impact of Using Phrase (TEI) study by Forrester Consulting We believe that the creation of our AI-powered platform is one of the biggest single advancements to happen in localization technology. Baked into the Platform and customised to your needs, Phrase AI is trainable to achieve the most successful outcomes based on the your circumstances and unique goals. In real time, the system automates the selection of the most effective translation services, incorporates brand terms, and scores content quality based on an array of context and circumstances. This means you are able to achieve much more, with less. More about Phrase Language AIIntroducing Phrase Orchestrator Phrase gives you full control over how content moves, from creation to translation to delivery. With AI-powered automation, teams can build workflows that adapt to content type, language needs, and business rules. Phrase Orchestrator offers a no-code, drag-and-drop interface to create flows across the Phrase platform and beyond. Whether routing content to the right translation method or triggering quality checks, automation reduces effort and speeds up delivery. Phrase Analytics gives teams the ability to track performance, surface insights, and report on progress, without needing SQL or BI support. Build custom reports and visual dashboards to monitor translation quality, turnaround times, and cost. With actionable data at your fingertips, you can stay aligned to goals and continuously improve how multilingual content is delivered. With over 50 integrations (and counting), Phrase can connect to your existing localization systems with ease. The plug and play nature of the Platform protects existing workflows, allows you to retain current tools, and enables incredible speed to value. And, in the unlikely scenario that a connection doesnt exist, our engineers can build it. ISO27001 GDPR Compliant PCI DSS The Phrase Localization Platform follows best practices in security, stability and performance. This means we comply with the Principles and Security Statements of ISO 27001, PCI DSS, AWS, CCPA and GDPR. Our infrastructure is one of the most resilient and robust available (zero downtime deployments and a 99.9% uptime), and we work hard to ensure it stays that way. With our latest AI-powered releases, and new LLM-driven integrations, Phrase is pioneering the future of contextual localization, using advanced AI to ensure precision where its needed and fluency where it matters most, helping businesses scale faster and reduce manual effort. Machine translation just got more intelligent. Phrase Next GenMT now goes beyond segment-by-segment translation, processing full text in context to ensure natural fluency, accuracy and brand consistency. Ensures terminology, tone, and formality remain contextually accurate Significantly reduces post-editing time and the need for manual corrections, saving time and costs Delivers high-quality, fluent translations across all markets Experience AI-driven localization that feels natural, professional, and ready for global audiences. See how Phrase Next GenMT improves fluency After a successful beta program, Auto Adapt is now fully available through Phrase Orchestrator. Auto Adapt takes content adaptation to the next level with intelligent automation. Now you can maintain brand identity across every languagewhile significantly reducing the cost of manual transcription. Auto Adapt fine-tunes your translations, ensuring that tone, terminology, and fluency align with your brand voice. Refines raw MT output for high-quality, on-brand localization Works with any MT engine for maximum flexibility Eliminates costly post-editing without compromising qualityDiscover how Auto Adapt scales content adaptation More AI-powered choices, tailored to your needs. Our latest LLM integrations offer low-latency, GDPR-compliant translation and optimal AI engine selection for customer support content. DeepL next-gen High-speed, enterprise-ready AI translation GDPR-compliant, secure for regulated industries Superior translation fluency Widn.AI Seamless integration with Phrase Language AI Optimized for customer support use cases Cost-effective AI translation for scaling global teamsExplore our latest LLM integrations Evaluate MT performance with Automated Evaluations, offering side-by-side comparisons of standard and TM-enhanced MT for data-driven AI localization decisions. Learn about automated evaluations Now available for Phrase Team plans, Phrase Data Basic allows organizations to export localization data into their BI tools. This provides users with a better understanding of performance, costs, and efficiencies. Learn how Phrase Data empowers localization teams Get an exclusive first look at the Phrase-Optimized integration! This session will show you how AI-powered automation can streamline your website content translation. Say goodbye to manual exports and disconnected workflowsthis seamless integration gives you centralized control over vendors, quality, and automation. With context-aware MT, AI-enhanced content adaptation, and new LLM-powered integrations, our latest releases take AI localization to the next level. Explore how Phrases latest innovations can help you scale content, reduce manual effort, and ensure brand-perfect translations across global markets. At Phrase, we are dedicated to innovation and delivering cutting-edge localization technology. Explore the powerful capabilities weve introduced in our past releases. December 2024 Our December releases harness AI to help global brands adapt content faster and at scale. With cutting-edge AI and seamless integrations, teams can create culturally nuanced, brand-consistent content with ease. September 2024 Our September releases bring another round of AI-led innovation to the Phrase Platform. Integrating technology and human expertise for faster, more efficient localization while giving you the visibility and control to ensure the best results. June 2024 Full availability of AI-enhanced Auto LQA for rapid language quality assessments, an improved SSO-enabled Phrase Portal, Automated Asset Curation to streamline asset management, and Phrase Next GenMT, integrating our next-gen MT engine with OpenAIs GPT-4 March 2024 Our latest product release marks another transformative shift in the capabilities of language technology. As we continue to tap into the enormous potential of AI, weve focused on three key areas of enterprise localization operationsquality, hyperautomation, andscale. December 2023 Unlock the true potential of AI and localization automation with our latest releases. From powerful quality capabilities, that drive greater automation at scale, to all new ways to access the Phrase Suite across your business. Leverage completely new translation quality scores you can rely on to build fully automated workflows. Our latest releases are paving the way for the future of localization automation. September 2023 In this release, were announcing a range of enhancements to the Phrase Localization Platform that will define the next generation of localization technology, powered by AI. Designed to elevate content quality, drive increased workflow automation, and accelerate enterprise scalability, these cutting-edge AI features are reshaping the future of localization technology. At the forefront of these exciting new capabilities arePhrase Custom AIandPhrase Language AI, together with enhancements toPhrase Orchestratorand much more. May 2023 Connect to the Phrase Platform in new and improved ways with our latest range of connectivity capabilities. From powerful new integrations and enhanced cross-platform synchronization, to optimized ease of use and customizationour new capabilities will add even more speed, quality, and cost control to your localization process. February 2023 Our February release wave is our largest ever, with many exciting developments for users of bothPhrase TMSandPhrase Strings. Discover the groundbreaking workflow automation capabilities of Phrase Orchestrator, and the comprehensive new analytics capabilities of Advanced Analyticsand get a feel for the elevated speed, control, and visibility were adding to your localization process. Phrase Localization Platform ISO 27001(PCI DSS) (AWS)(CCPA) (GDPR) 99.9% ISO27001 GDPR PCI DSSPhrase Localization PlatformISO 27001PCI DSSAWSCCPAGDPR199.9% ISO27001 GDPR PCI DSS Selecting the right Translation Management System (TMS) is more than a technical decisionits a strategic move that shapes how a business interacts on a global stage now and in the future. A well-chosen TMS integrates smoothly with your existing technology, fostering collaboration across departments from product development to marketing and customer support. It should have the flexibility to scale as your business grows, and allow you to be a tech innovator embracing new advancements. Dont forget Its not just about managing multilingual content; its about enhancing communication flow and operational agility to meet diverse market demands efficiently. With more than 162 TMS options on the market, the challenge isnt finding a TMSits finding the perfect fit. This is where a meticulously crafted Request for Proposal (RFP) becomes invaluable. Far from being just a formality, a strategic RFP clarifies your specific requirements, from technical capabilities to integration potential and compliance with global data security standards like GDPR. It ensures all stakeholders are aligned on what the TMS must achieve, enabling your company to select a system that not only meets todays needs but also supports tomorrows growth. Building a strong foundation: How to align your team on TMS needsEffective RFPs begin with thorough internal alignment. Gathering insights from across your organization ensures the RFP reflects a comprehensive view of what you need from a TMS. Input from various departmentsfrom IT to marketinghelps paint a complete picture of requirements, laying a solid foundation for the selection process. Seamless technology integration: The key to effective TMS implementationA TMS should fit into your existing tech stack without friction, whether its integrating with your CMS, CRM, or daily productivity tools. The right TMS acts like the missing piece of your technology puzzle, enhancing data flow and operational efficiency, which in turn reduces the strain on your teams and elevates productivity. Prioritizing security and compliance in your TMS RFPData breaches can devastate a companys reputation, so stringent security measures are non-negotiable. Your RFP must specify the need for advanced data protection strategies, including encryption and secure access controls. Compliance with regulatory standards like GDPR is also crucial, not just for legal conformity but for maintaining customer trust and protecting your corporate image. The benefits of a detailed RFP: More than just ticking boxesA well-designed RFP does more than list requirementsit ensures the selected TMS perfectly matches your operational needs and scales with your ambitions. The benefits of this approach include:Enhanced efficiency: A well-integrated TMS simplifies the translation process, freeing up your team to focus on their core responsibilities. Cost-effective operations: Automation reduces the per-word cost of translations and speeds up time-to-market, allowing you to do more with less. Reliable vendor partnerships: A comprehensive RFP helps evaluate a vendors stability and commitment to support, setting the stage for a fruitful long-term relationship. In essence, a thorough RFP is your roadmap to selecting not just any TMS, but the right TMS for your companys future. Leveraging a strategic RFP for successful global communicationEmbracing a detailed RFP process is a strategic move that defines the success of your global and localization efforts. This process not only ensures that your chosen TMS meets current needs but also equips it to handle future challenges and opportunities. By doing so, your company can maintain a competitive edge in the global market, effectively communicating across cultures and languages. If you want to make sure youve mastered the TMS RFP Process, weve created a comprehensive guide to selecting a solution that fits your needs. Filled with actionable advice that will enhance your TMS selection process, and ensure your organization chooses a TMS that supports its goals and drives its localization strategy forward. Ready to start transforming your localization strategy? Download the complete guide now and optimize your TMS selection process to support your business goals effectively. The speed and scale of modern content demand a smarter approach to quality. With Phrase, generative AI becomes your ally in quality assurance, transforming a traditionally slow and subjective review process into one thats fast, consistent, and insight-driven. Auto LQA uses GenAI to evaluate translation quality against the MQM 2.0 framework, identifying potential errors, assigning objective scores, and delivering actionable feedback, instantly and at scale. Its like having a tireless, data-backed QA specialist embedded directly in your workflow. For added precision in decision-making, the Phrase Quality Performance Score (QPS) offers a centralized, AI-generated metric that plugs into your automated workflows. Use QPS to trigger intelligent routing, whether content needs retranslation, post-editing, or is ready to go live. Upload any recording, or capture live conversations, and instantly generate high-accuracy transcripts, localized subtitles, or natural-sounding voiceovers in over 100 languages. Phrase Studio doesnt stop at conversion. Using AI, it identifies key themes in your content, generates clear summaries, and uncovers the insights that help teams move faster turning spoken content into structured, searchable, and global-ready communication. From leadership keynotes and training sessions to interviews, webinars, and podcasts, Phrase Studio transforms voice into a resource your entire business can mobilize. Fast, secure, and ready to localize. What is Phrase Studio? Spoken content is everywhere. But until now, its been hard to process at scale (let alone prepare it for translation, accessibility, or strategic reuse). Phrase Studio changes that. Built into the Phrase Localization Platform, it combines live transcription, multilingual captioning, speaker detection, and summarization with built-in privacy controls and human-in-the-loop workflows. So you can capture conversations and content as they happen and get them ready for global teams in moments. On July 23, 2025, Semih Altinay, VP AI Solutions at Phrase, will guide you through the ins and outs of Phrase Studio. Dont miss out on this opportunity to see Phrase Studio in action and learn how to convert spoken content into high-impact, multilingual assets. Register now Human-in-the-loop precision Capture and transcribe Real-time and post-recording transcription with speaker separation and context awareness. PII recognition for compliance and redactionHigh-accuracy live transcriptionNoise and accent tolerant Summarize and illuminate Dont just record; understand Phrase Studio turns hours of conversation into key takeaways and searchable content. AI chat: interact with unstructured dataAI-generated summaries and topic tagging in any languageSummarize dialogue and ask for specific events e.g. When is my brand mentioned and timestampsSentiment detection and keyword extractionExport to your knowledge systems Synthetic voice Phrase Studio provides automated voice synthesis and dubbing with a natural tone. Scale spoken content across languages without VO artistsHigh-quality, natural-sounding AI speechReduce production time and cost with automate dubbing workflowsEnsure consistency at scale in training, product videos, or internal comms Human-in-the-loop precision Control where it counts. Phrase Studio supports human review for critical workflows. Editable transcripts, subtitles and dubbingIntegrated quality checksTask routing and reviewer assignment (coming soon) As part of the Phrase Platform, Phrase Studio extends your localization capabilities to produce and adapt video and audio content with intelligence, scale, and speed. Secure, scalable, and privacy-aware by design. With features like PII detection, access controls, and audit-ready logs, it meets the needs of global enterprises. From marketers and trainers to product teams and customer support, Phrase Studio makes spoken content accessible and useful across departments. With Phrase Studio, your spoken content becomes just as accessible, translatable, and valuable as everything else in your content stack. It brings voice into your localization process without adding friction or complexity. One platform. One workflow. And one global standard. Ready to transform how your teams work with audio and video? Phrase Studio captures more, translates faster, and helps your voice carry further. Available for Business and Enterprise plans, coming soon for other plans. Complete the form to see it in action.

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