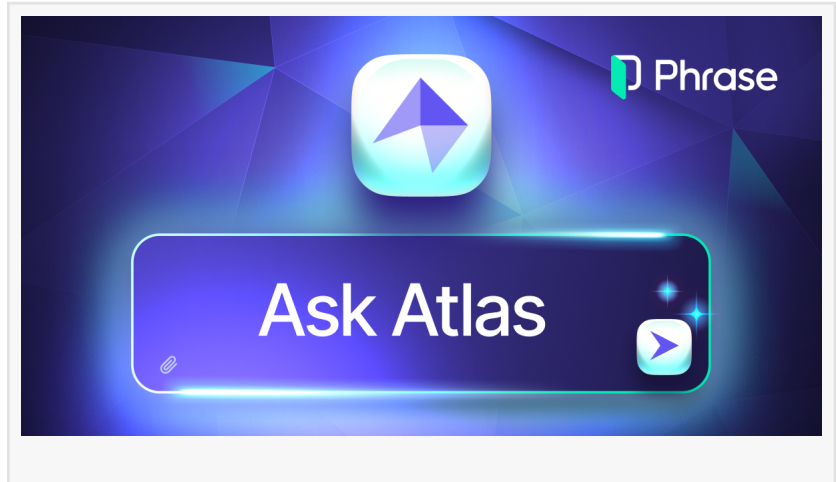


Phrase Launches Atlas, Bringing Conversational AI to Global Product and Content Operations

Atlas turns the industry's most powerful Language Intelligence Platform into its most intuitive interface, replacing hours of expert setup with a conversation

BOSTON, MA, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- [Phrase](#), the world's leading Language Intelligence Platform, today announced the general availability of [Atlas](#), a comprehensive conversational AI interface built directly into the Phrase Platform. This new, intuitive experience enables any team member to configure multilingual projects, build AI automation workflows, generate reports and troubleshoot issues using natural language.



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Georg Ell, CEO of Phrase

Managing multilingual content and software localization has grown more sophisticated and more critical to global business strategy. As organizations scale from dozens of languages to hundreds of content workflows, configuring and managing those workflows has traditionally required highly specialized knowledge. Atlas eliminates that barrier. By understanding how every capability in the Phrase Platform connects, Atlas enables users to describe what they want to accomplish in their own words and have the platform execute it for them.

“Our most sophisticated customers have built some of the

most advanced automation on the market, and we want every customer, regardless of experience, from every department, to be able to do the same. That's the problem Atlas solves,” said Georg Ell, CEO of Phrase. “We built the most comprehensive Language Intelligence Platform in the industry. Atlas makes every part of it accessible to everyone, including capabilities you

didn't know to ask for. A marketer, developer, or project manager, with no specialist experience, can now build the same advanced automation that used to require a dedicated expert, and they can do it in a single conversation."

Conversational Control Across the Full Platform

Atlas is built directly into the Phrase Platform and operates across its full range of capabilities. Through a natural chat interface, users can:

- Configure projects, language pairs, translation workflows and team assignments in a single request, replacing multi-step manual setup that previously required specialized platform knowledge.
- Build automation workflows by describing the desired outcome. Atlas translates that description into fully functional automation without requiring users to learn Phrase Orchestrator's visual builder.
- Generate reports and performance data by asking questions in simple conversational language, giving leaders and stakeholders instant visibility into multilingual operations without learning the platform's analytics tools.
- Troubleshoot issues and answer product questions on the spot, reducing dependency on internal specialists and support channels.

Everything Atlas builds remains fully visible and editable in the Phrase Platform. Users retain full control over every configuration and workflow. And if you're operating inside the Phrase Platform, Atlas works alongside you, aware of what you're doing and ready to offer context-aware assistance.

Enterprise Teams Already Seeing Results

During an early access program, more than 60 enterprise teams across industries including travel, retail, e-commerce, technology and gaming used Atlas to transform how they manage multilingual content operations, taking on tasks from large-scale configuration audits to workflow automation and real-time troubleshooting.

- A global travel platform used Atlas to review and fix quality settings across 59 project templates in one session, work that would have taken their team an entire day. Within a week, they were using Atlas to build production-ready automation without any specialist help.
- A major retailer asked Atlas to scan three connected projects, find gaps in their language coverage and fill all 66 of them automatically, turning a process that would have taken hours into one completed in minutes.
- An enterprise HR software company checked 782 jobs across five languages in minutes, a task that no one would have attempted manually.

Early feedback has been positive.

"I love Atlas; it's fantastic," said Florian Stürmer, Bitly. They noted that they can build automation workflows that previously required specialist support. "It's one of the best features I've seen at Phrase since I've been using it."

A Globalization Manager at a global pharmaceutical company described using Atlas to configure templates and set up quality evaluation workflows. "I'm enjoying Atlas. I'm loving it; it's beautiful," they said. After using it for regulatory analysis, they called the output "Fantastic, very thorough. This is the future I want to build."

Built for an AI-Native Future

AI is transforming how organizations build and deliver content, and Atlas ensures that global content operations are part of that evolution, bringing the platform to the user, interpreting intent and executing across capabilities in a single conversation. Everyone on the team gets access to AI-native ways of working, regardless of role or technical background.

Phrase's full language intelligence also integrates into the AI pipelines teams are building, whether through tools like Claude, Copilot or custom workflow orchestration frameworks. Atlas advances that vision, positioning multilingual content as an integrated capability within broader content and product workflows.

Extending the Phrase Language Intelligence Platform

Atlas joins a platform that already spans the entire multilingual content lifecycle, from AI-driven machine translation and content creation through quality evaluation, workflow automation and delivery. The Phrase Platform supports the full range of content types including software strings, marketing copy, documentation, multimedia and audiovisual content such as subtitles and dubbing.

Earlier this year, Phrase introduced Zero-Touch Localization, which detects new content, translates it and returns it to the codebase with no human action required. Atlas supports that vision by making the sophisticated configurations behind these automated pipelines as easy to create and manage as the automation itself.

"Our customers have told us that the value of the Phrase Platform compounds as they use more of it, but that reaching its full potential has historically required specialized expertise," said Ell. "Atlas changes that equation by extending those capabilities beyond specialist localization teams. It ensures that every organization, regardless of team size or technical ability, can operate at the level of the most mature global content operations in the world."

Availability

Atlas is available now to all Phrase Platform customers. To learn more, visit phrase.com/platform/atlas or request a demo at phrase.com/demo.

About Phrase

Phrase is the world's leading Language Intelligence Platform, helping global organizations move faster, reach more markets, and deliver content that feels local, relevant, and authentic. The Phrase Platform combines AI, agentic orchestration, and a headless, API-first architecture in one unified system. It applies the context that makes content perform in every market, including brand voice, quality standards, glossaries, prior translations, and cultural nuance. This means every team, in every region, can ship content that's on-brand, on-point, and ready for any audience.

Brands like Uber, Zendesk, and Volkswagen, along with leading LSPs, global SI partners, and thousands of other organizations, choose Phrase to accelerate international growth and turn global content into a competitive advantage. For more information, visit phrase.com.

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