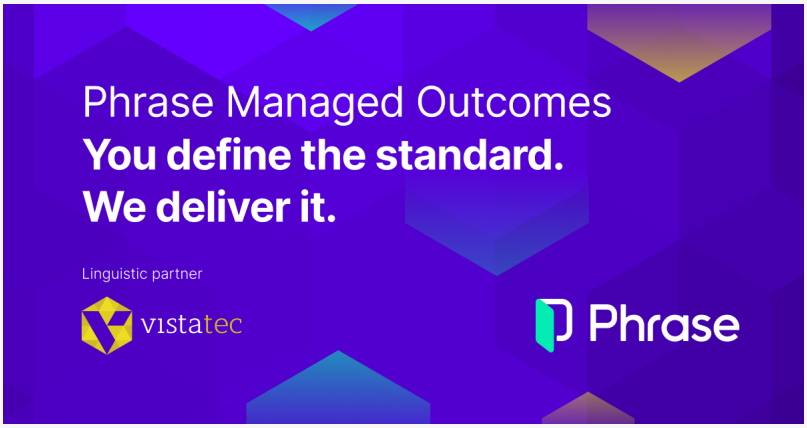
Phrase and Vistatec Launch Phrase Managed Outcomes, Multilingual Content Delivered to a Standard the Customer Defines

Customers set the standard for their content. Phrase engineers and operates the system that delivers it in production, with Vistatec as the linguistic partner.



BOSTON, MA, UNITED STATES, September 29, 2026 / EINPresswire.com/ -- Phrase, the world's leading Language Intelligence Platform, and Vistatec, a recognized leader in AI, localization, multilingual content, and data solutions, today announced the launch of Phrase Managed Outcomes. This new delivery model lets enterprises define the outcome they need from their multilingual content, and Phrase provides a managed service committed to delivering it. Vistatec provides the expert linguistic calibration that underpins the commitment through VistatecMAP.

> We're working with Phrase to explore new approaches to localization. Human expertise stays at the center, with AI supporting our teams. Our aim is to improve both quality and scale."
>
> *David Rios, VP Data, AI & Infrastructure, NBCUniversal*

Enterprises have always been handed the inputs to multilingual content. Words by the thousand, review hours, and reports that record how many errors got through once the content is delivered. Phrase Managed Outcomes takes a different approach. Customers define the standard required for their content, while Phrase builds and runs the system that delivers to it, monitors production continuously, and corrects any misalignment before it reaches the customer. The commercial model follows outcomes rather than word count. The fee is set per language and content type.

Vistatec is the strategic linguistic partner for Phrase Managed Outcomes at launch, providing the expertise used to calibrate and maintain the quality across languages and markets as part of its VistatecMAP solution. Phrase operates the technology and monitoring system and is

accountable to the customer for the result.

“For years, translation has been priced by the word,” said Andrea Tabacchi, Chief Customer Officer at Phrase. “With Phrase Managed Outcomes, the customer tells us what good looks like for their content, and what matters to their business from the start. Together with Vistatec, we build the system that delivers that and learns and improves continuously. The customer gets cost predictability, a single point of accountability, and a service that gets better the more they use it.”

Continuous improvement built in

Traditional quality programs often rely on post-delivery sampling. Phrase Managed Outcomes continuously monitors production and feeds corrections back into the system, allowing performance to improve as more content is processed.

Early customers have seen global content production costs reduced by up to 80 percent and manual review hours by 70 percent while maintaining agreed quality standards.

“Defining the outcome before you build the system sounds simple, but nobody in this industry has done it until now,” said Caroline O'Connell, Chief Revenue Officer at Vistatec. “Phrase has built the technology that puts the customer's outcome at the center of the commercial relationship, with Vistatec providing the linguistic expertise that supports its delivery. Together, we can give customers a committed result, something the industry has never offered before.”

David Rios, VP Data, AI & Infrastructure, NBCUniversal, which delivers reality entertainment to audiences in multiple markets, said, “We're working with Phrase to explore new approaches to localization. Human expertise stays at the center, with AI supporting our teams. Our aim is to improve both quality and scale.”
Available now to enterprise customers

Phrase Managed Outcomes is available now to enterprise customers. Engagements begin with a Discovery phase, a structured go/no-go gate where Phrase and Vistatec test a live pipeline against the customer’s own expected outcome before either party commits.

For more information, visit phrase.com or contact your Phrase account team.

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.
Connect with Phrase: LinkedIn | YouTube | Podcast

About Vistatec
Vistatec works with many of the world’s most iconic brands to optimize their global commercial potential. Operating since 1997, Vistatec is a recognized leader in AI, localization, multilingual content, and data solutions. Vistatec partners with businesses to navigate the complexities of global markets and ensure impactful, culturally relevant communications. With our global headquarters in Dublin, Ireland, and locations worldwide, Vistatec continues to lead industry benchmarks through innovative technologies and strategic insights. Learn more at: https://www.vistatec.com/

Pamela Ghosal
Phrase
pr@phrase.com
Visit us on social media:
LinkedIn

This press release can be viewed online at: https://www.einpresswire.com/article/945964462

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.