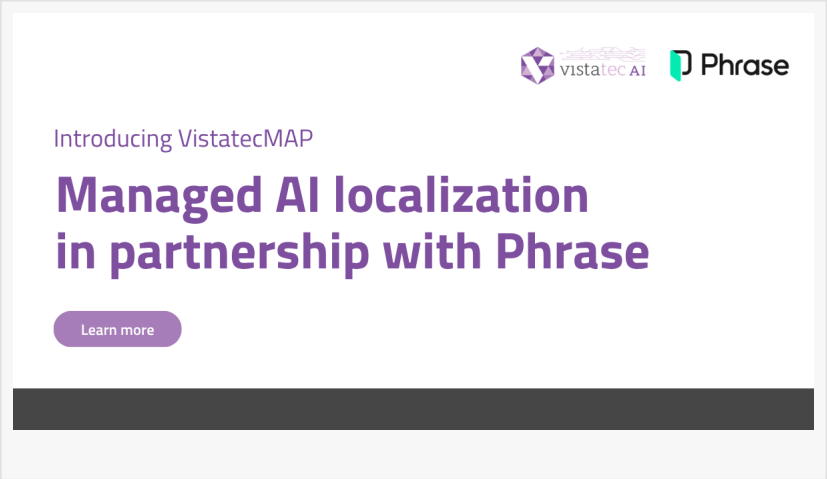
Vistatec and Phrase Launch VistatecMAP, a Managed Localization Service with Continuously Improving AI Pipelines

The jointly developed service combines Vistatec's linguistic expertise and human-on-the-loop localization with Phrase's technology and quality system



DUBLIN, DUBLIN, IRELAND, September 29, 2026 /EINPresswire.com/ -- Vistatec, a global leader in AI, localization, multilingual content, and data solutions, and Phrase, the leading Language Intelligence Platform, today launched VistatecMAP (Managed AI Pipelines), a managed localization service jointly developed by the two companies. Each company will bring the service to market under its own brand, with Phrase's offering known as Phrase Managed Outcomes.

The service combines AI, automation, and localization expertise to build continuously improving multilingual content pipelines. These custom pipelines deliver the quality each business requires, at the speed it demands.

Many enterprises already use AI to translate content at scale. However, their quality processes often still depend on post-editors reactively correcting output one translation at a time. A slow process where effort scales with volume and the same issues tend to recur.

With VistatecMAP, Vistatec's linguists work on the AI system rather than inside the translation process. They monitor quality, trace recurring errors to their source, and improve the pipeline so fewer translations need correction over time.

A collaborative partnership delivering adaptive solutions

Phrase provides the technology and quality system. Vistatec provides the linguistic expertise that calibrates it. Specialists work with each customer to agree on quality standards for every type of content. They then optimize the language assets the AI pipeline relies on and continuously

evaluate performance against those standards.

"Our clients want the speed and savings of AI without losing control of their brand," said Caroline O'Connell, Chief Revenue Officer at Vistatec. "With Phrase providing the technology, our linguists can focus on improving the system that produces every translation. We have spent nearly 30 years building a reputation for quality, and this partnership lets us apply that experience to AI localization at enterprise scale."

VistatecMAP is the latest addition to Vistatec AI, the company's "Trusted AI + Human Expertise" powered services portfolio.

It also draws on the human evaluation expertise behind Vistatec Data, a dedicated brand focused on multilingual and multimodal AI data services launched earlier this month.

“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. Vistatec's linguistic expertise through VistatecMAP is central to how we deliver that. Together, we have built a system that 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.”

VistatecMAP is available now at https://www.vistatec.com/services/vistatecmap/

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/

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

Christine Tubridy
Vistatec
email us here

This press release can be viewed online at: https://www.einpresswire.com/article/946054325

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.