

8 Reasons to Choose Phrase

To guide you through the selection process, we’ve put together a list of must-have translation management system features. This will help you compare the Phrase Localization Platform with other solutions on the market so you can make an informed decision.

Phrase	Other solutions
1. One platform covering all your translation use cases With dedicated products for document translation, software localization, machine translation (MT), and 50+ integrations and supported file formats, the Phrase platform offers the broadest spectrum of supported translation workflows in the industry.	Working with different tools for document translation, software localization, and MT creates inefficiencies—as does outsourcing each task to a different service provider.
2. Flexibility and scalability As content volumes continue to grow, the integration of automation and AI is crucial for our customers. Phrase enables the creation of cost-effective workflows, allowing you to scale your translation requirements while reamining within your budget. Investing in technology instead of translation services allows you to set up a multi-vendor strategy and reduce dependencies on individual vendors—a future-proof setup.	Manual processes lack scalability, and human translation incurs high costs, potentially leading to overspending on translation projects. Furthermore, relying solely on a single translation provider may result in limited transparency regarding the use of AI technology and associated expenses.
3. Latest AI technology Phrase Language AI ensures that every translation task is matched with the most appropriate machine translation (MT) engine, optimizing accuracy and relevance. Quality scores assigned to each text segment guide linguists’ efforts to areas requiring the most attention. Through the Phrase Portal, we offer secure and easy access to high quality machine translation to all departments, to boost productivity.	<p>You face higher costs for both human translation and machine MT post-editing (as linguists spend valuable time having to figure out what needs to be post-edited).</p> <p>Employees machine-translate their documents using free online tools that are not approved by the IT security department and have medium quality.</p>
4. Configuration tailored to your needs Get consulting by subject-matter experts as part of our success plans.	You may be left to figure out the best configuration on your own, causing you to spend more time and resources.
5. Top reliability Phrase has a 99.99% uptime, 24/7 tech support, and is ISO 27001 certified and GDPR/CCPA compliant. You can choose between data centers in the EU and US. These are not connected, so data stays within the EU and US, respectively.	Service outages can be an issue. You have to be cautious about the system not being available all the time. You have to manually download new updates and risk downtime during maintenance tasks.
6. Intuitive user interface You can get started in minutes and teams can be onboarded in no time.	UI is complex, and it takes time to learn the new platform.
7. Translation quality Translators get all the context they need with the help of visual references being attached automatically by our integrations, e.g. from Figma or WordPress. In addition to that, you can leverage 20+ automated QA checks, Auto LQA or human language quality assessment (LQA), to make sure that translation quality always matches your expectations.	Context gets lost due to manual processes and incompatible software. Feedback loops on translation quality are inefficient.
8. Actionable insights Analytics dashboards provide an overview of the performance of your language service providers, MT usage, and other data to further optimize your workflows.	A lack of insights prevents any data-based decisions. Translation buyers stick to inefficient processes and providers.