

DeepL flagship report

Borderless business:

transforming translation in the age of AI

How to fix the operational challenge
holding enterprise teams back





Introduction from DeepL CEO and Founder, Jarek Kutylowski	03
Data highlights	05
Chapter 1 The scalability cliff: how translation became the bottleneck for global operations	09
Chapter 2 Why legacy translation breaks at scale	14
Chapter 3 The enterprise impact of outdated translation processes	17
Chapter 4 Adding headcount and vendors isn't the solution	20
Chapter 5 The translation workflow transformed with Language AI	23
Chapter 6 The ROI model for enterprise translation with AI	27
Chapter 7 Your translation scalability checklist	34

AI is rewriting the rules of translation—literally



By Jarek Kutylowski
CEO and Founder, DeepL

AI is everywhere, but efficiency is not. Most companies have deployed AI in some form, yet few achieve real productivity at scale because core workflows remain designed around people, not systems. DeepL's focus is straightforward: fix the workflow, not just the model.

Translation is where the pain is most acute. It impacts product, legal, sales, support, HR—you name it—and yet the work remains dominated by copy-paste, ticket routing, manual reviews, and constant hand-offs. Timelines are unpredictable, costs continue to escalate, and compliance risks grow as content volume explodes. Machine-assisted translation has surged, with Forrester reporting a 533% year-on-year increase in 2024¹. But confining AI within legacy workflows still leaves humans as the bottleneck. That approach does not scale.



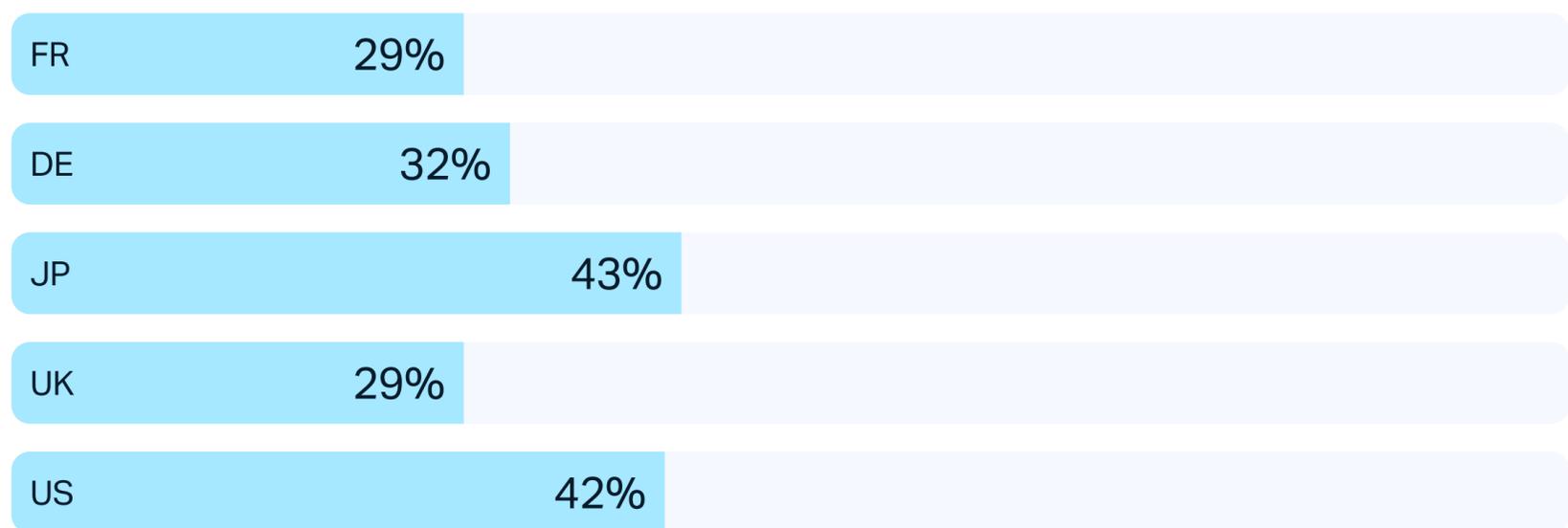
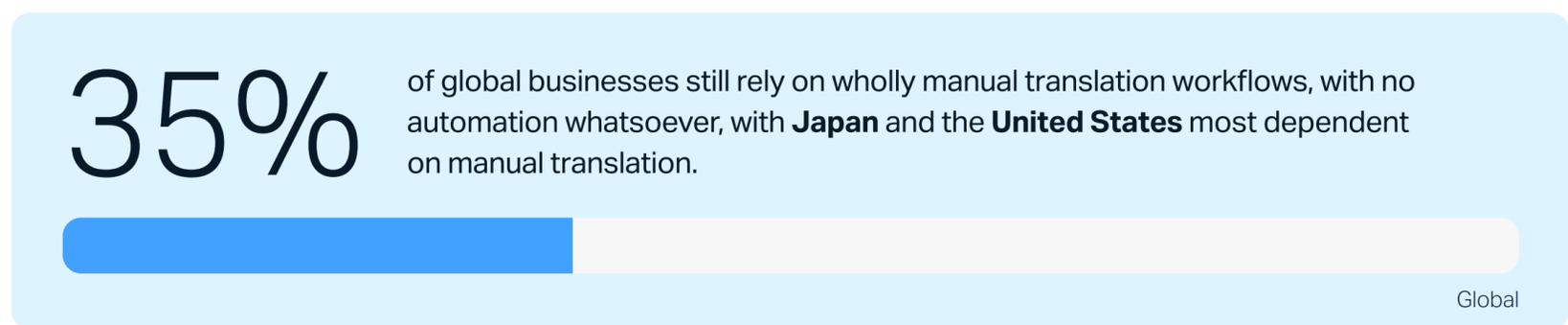
To gauge the scope of the challenge, this report analyzes responses from 5,005 business leaders across the United States, United Kingdom, France, Germany, and Japan. 68% say they still rely on manual processes and traditional tools to manage translation, which is why localization is measured in weeks instead of minutes or seconds. At the same time, 71% say transforming workflows with AI is a priority for 2026, and 36% call it a high priority—a clear signal that leaders recognize the current setup is unsustainable.

This report treats localization as an engineering problem to be solved, not a far-off goal to aspire to, and certainly not as a non-negotiable constraint on operations. It shows how to transition from ad-hoc AI experiments to orchestrated, end-to-end Language AI workflows: removing bottlenecks, embedding quality and compliance by design, and making fast, consistent localization the default through automatically enforced rules on style, brand voice, compliance, and more. The pages that follow lay out a practical roadmap for scaling localization with AI in 2026.

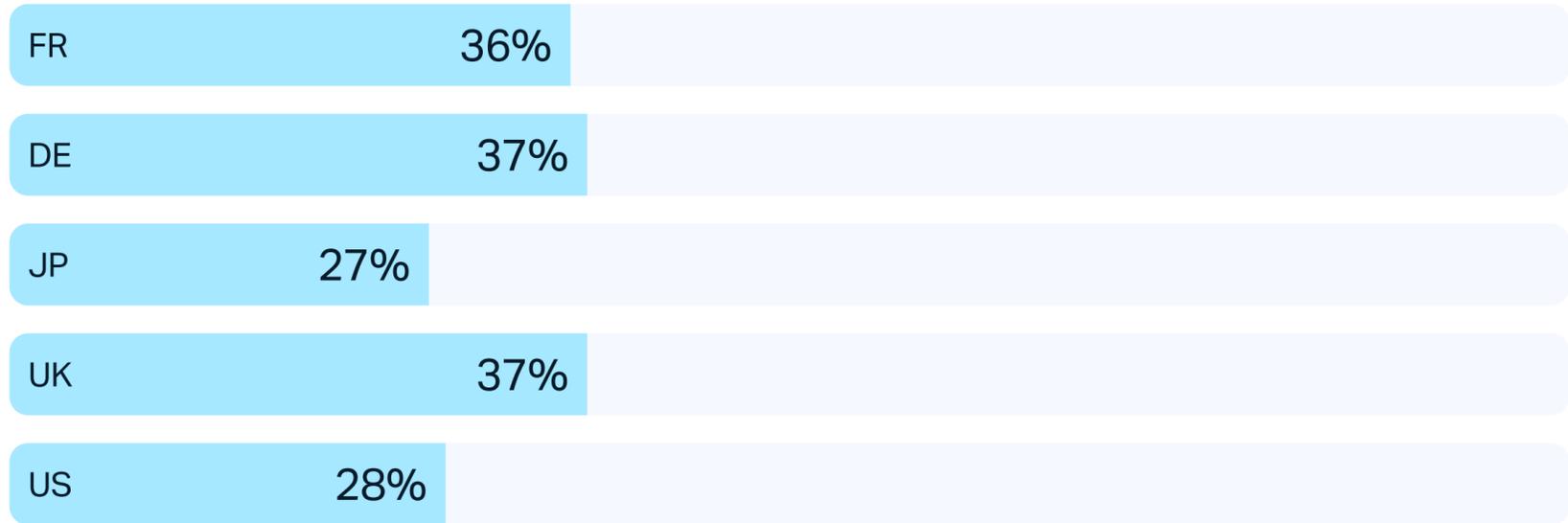
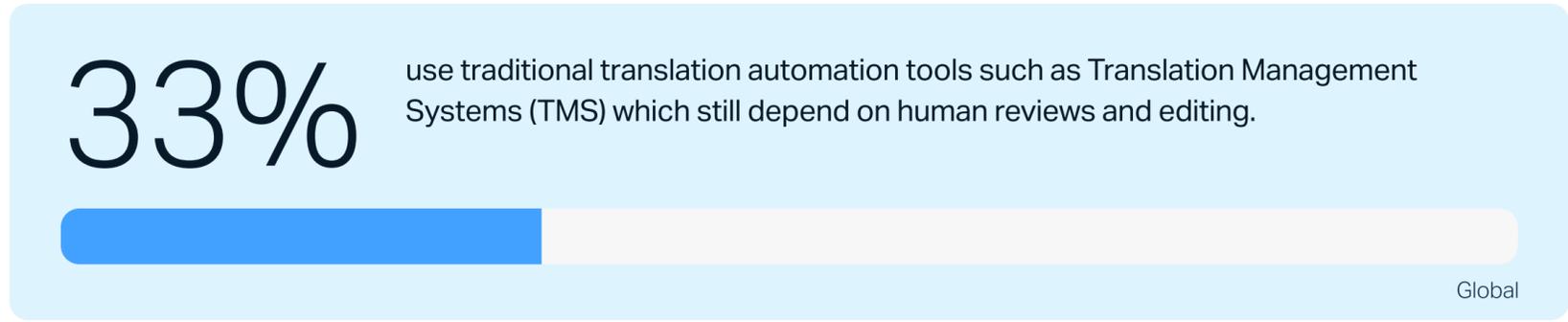
Data highlights

Unless otherwise indicated, the data in this report is taken from DeepL's global survey of 5,005 business executives across the United States, United Kingdom, France, Germany, and Japan, which was conducted by Censuswide during the summer of 2025. As a study, it demonstrates the extent to which outdated processes are holding back translation workflows for global enterprises. It also shows how embracing workflow transformation for translation across content modes and touchpoints can deliver some of the most significant ROI gains that AI has to offer:

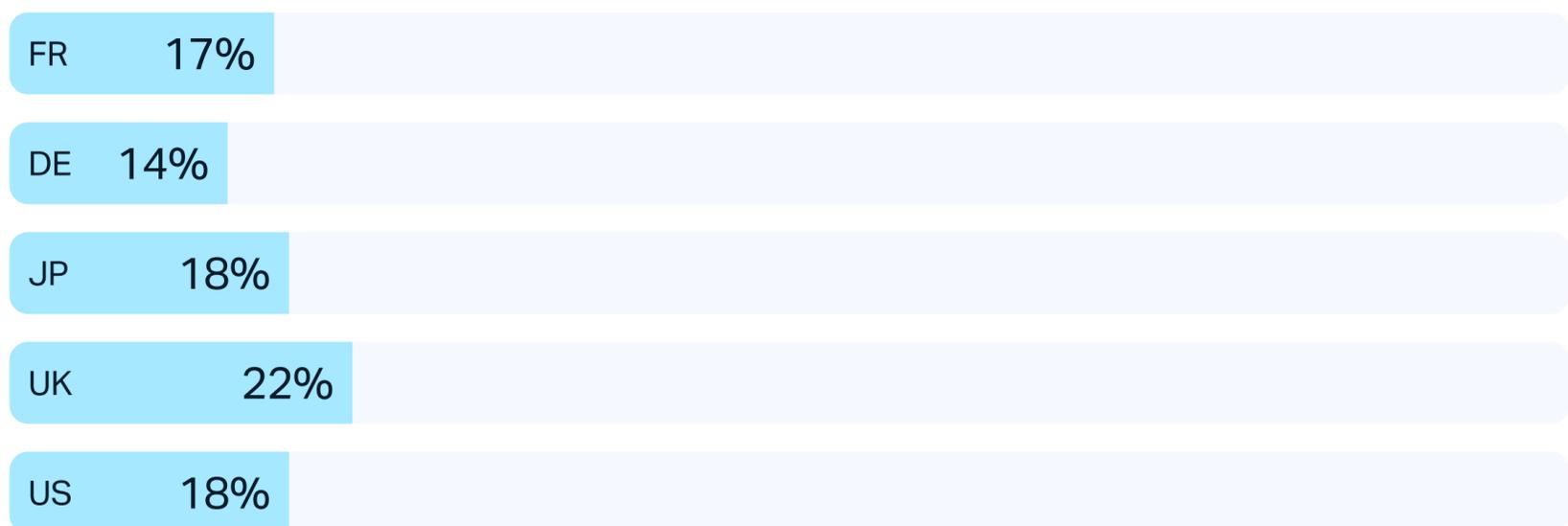
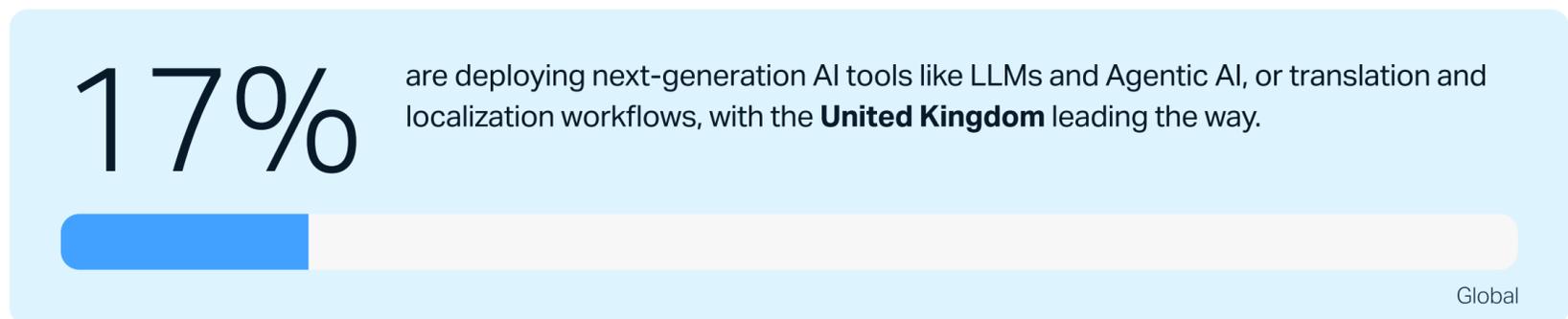
Manual translation workflows



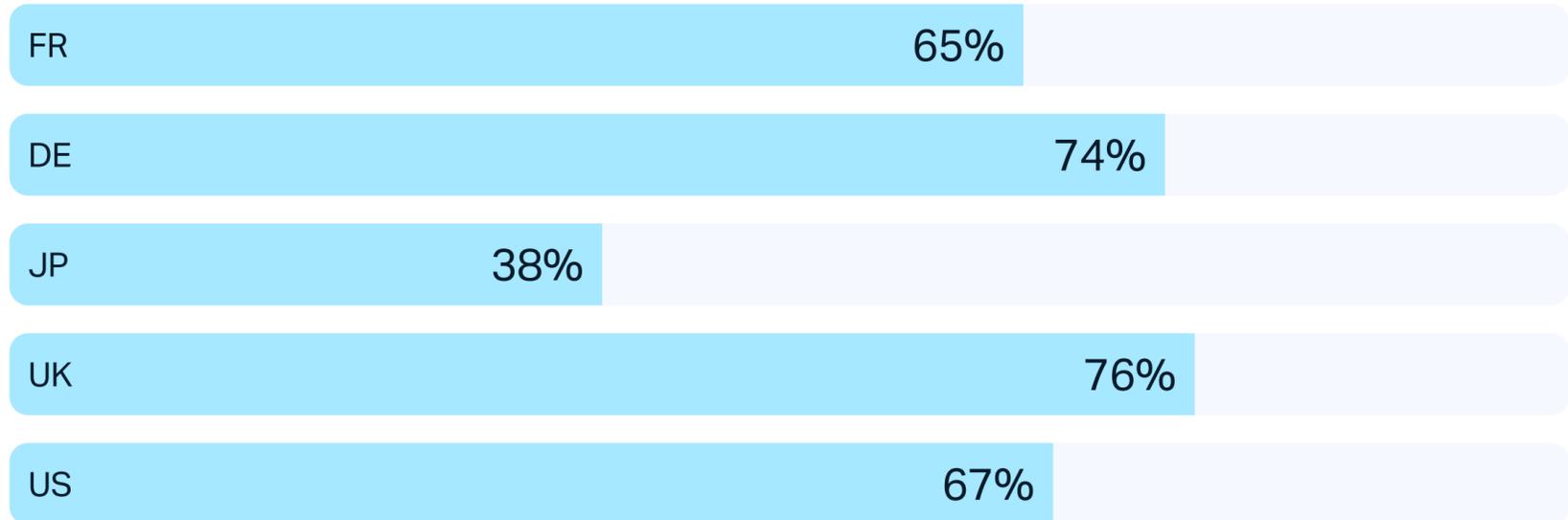
Traditional translation automation tools



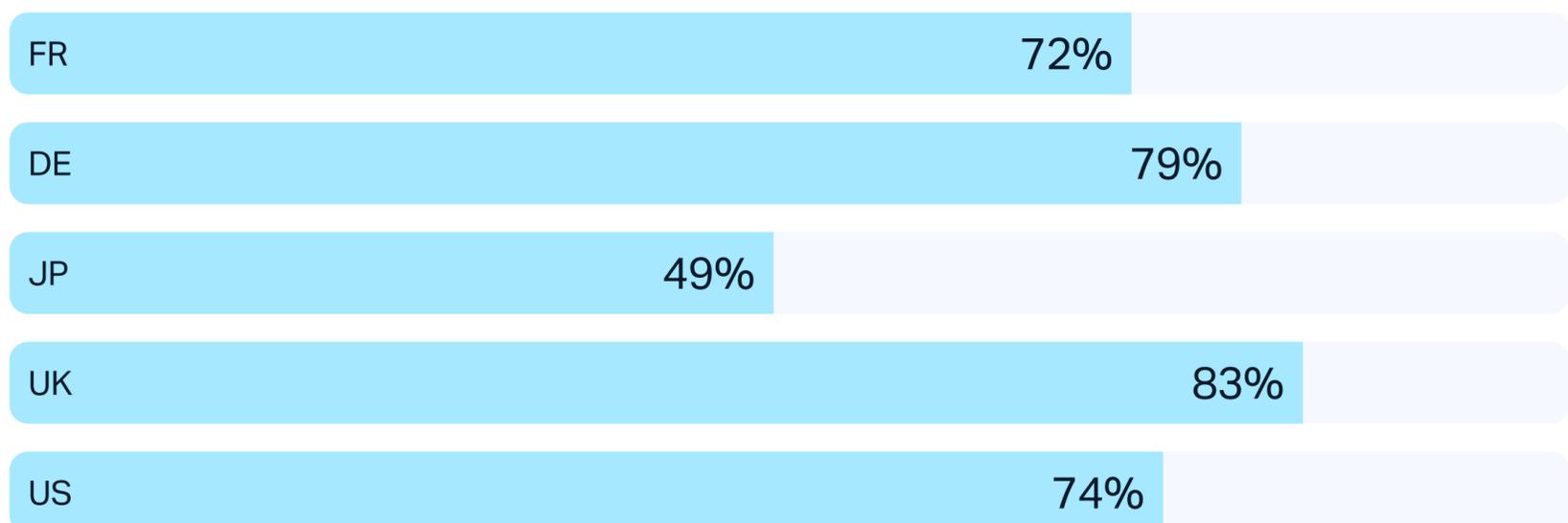
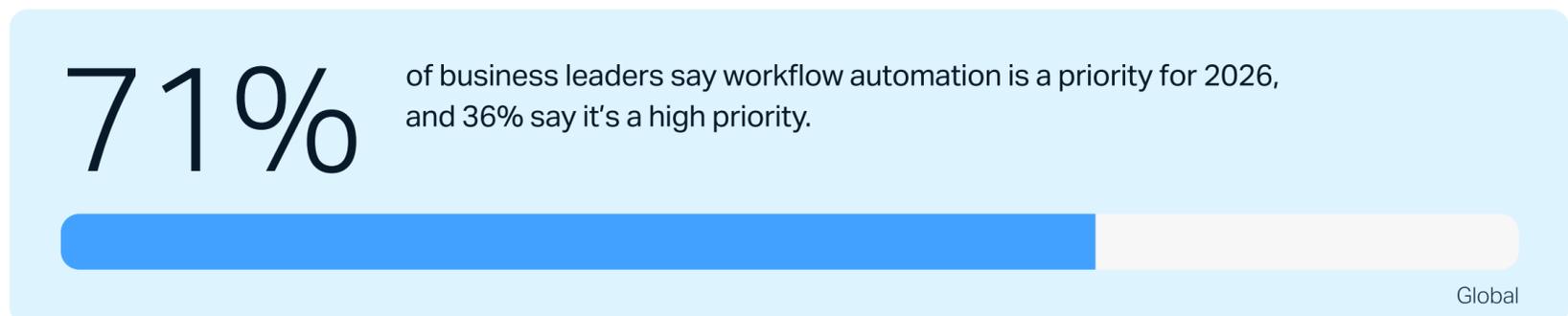
Next-generation AI tools



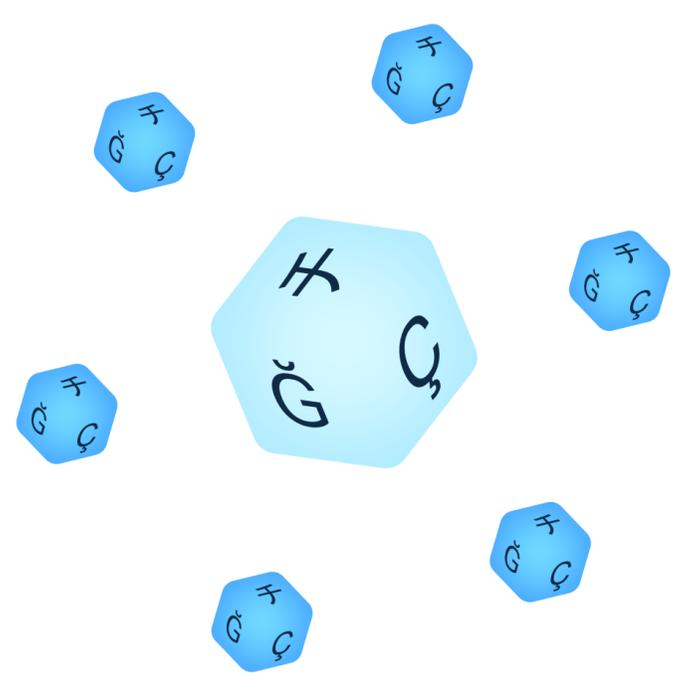
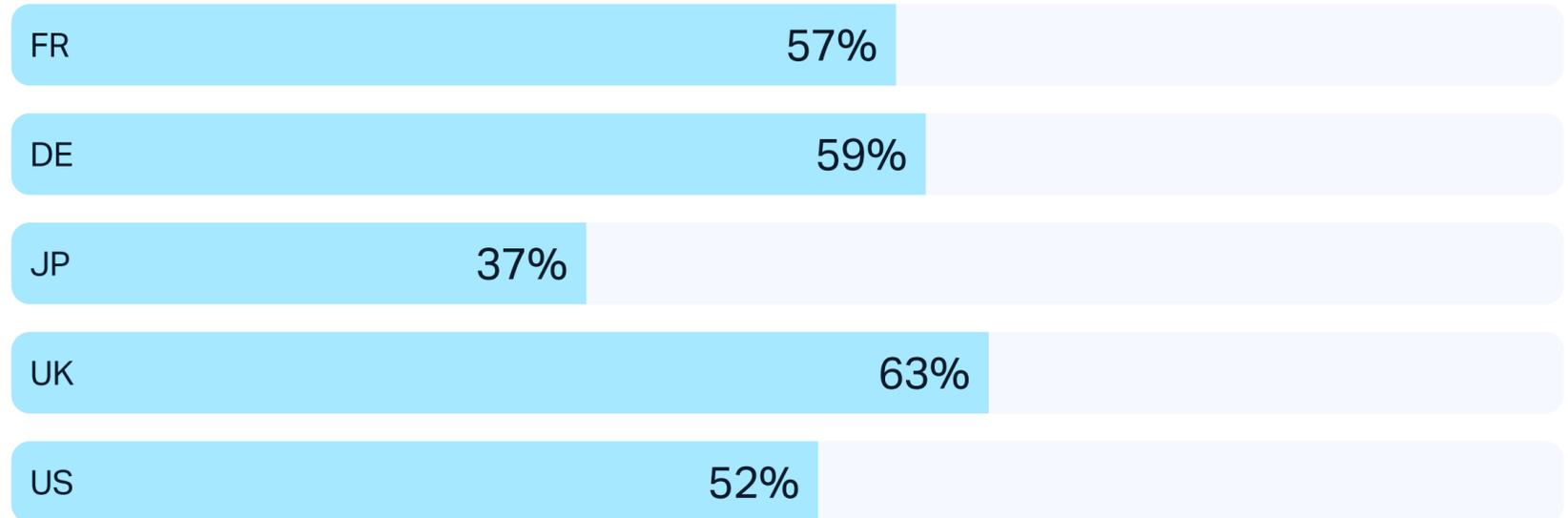
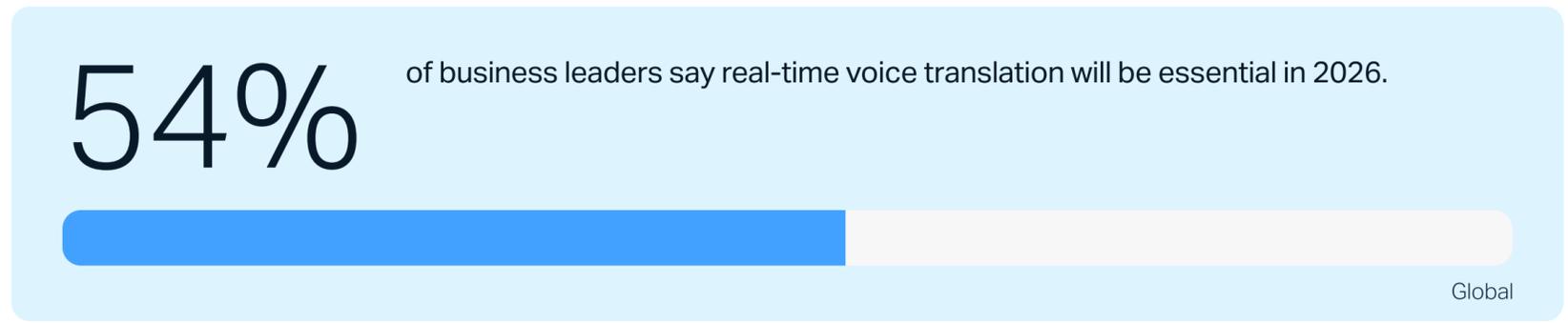
Investment in Language AI



Prioritizing workflow automation



Real-time voice translation

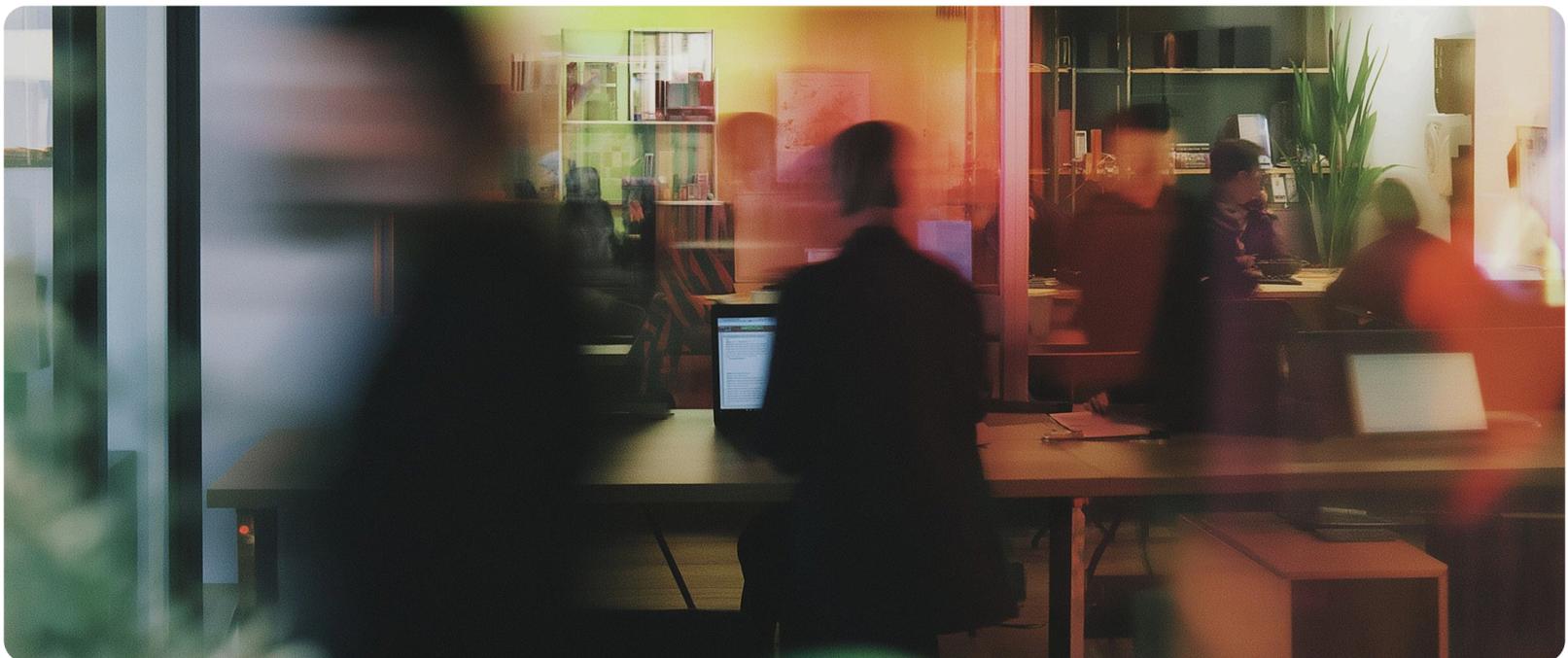


Chapter 1

The scalability cliff: how translation became the bottleneck for global operations



Translation is a requirement across every function and touchpoint of today's global enterprise organizations. And everywhere translation is required, it causes delays through unpredictable, error-prone and expensive manual processes that undermine efficiency and productivity.



For bold marketers, it extends campaign timelines into weeks, puts launch dates at risk, and compromises impact by losing valuable time in market. In **product teams**, it cripples collaboration, stalls development pipelines and undermines strategy. **Customer support** teams find per-ticket costs escalating and customer satisfaction plummeting. **Finance and legal** teams find their business-critical functions drowning in backlogs of reviews.

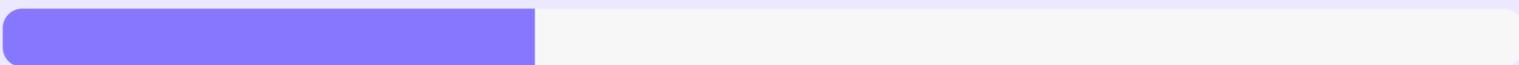
The demands made of these translation workflows are intensifying at a rate that manual processes cannot hope to match. Content represents the vast majority of internet data traffic, and analysis shows the total volume of data growing by 50% in just two years between 2023 and 2025², accelerated in large part by AI. That content is increasingly multi-modal, requiring seamless, instant translations across text, voice, video calls, and all forms of file types. It's also content that audiences increasingly expect to be delivered in the language of their choice.

Everywhere you look, you see the traditional translation approach breaking under the pressure of this modern content velocity. It's not a problem of lack of effort on the part of translation teams. It's not a result of AI tools being resisted. It's a problem born of continuing to follow manually directed processes where individual translations can be automated, but they still need to be assigned, reviewed, amended, and checked by humans. The essential knowledge required for applying brand voice and expertise, and for aligning translations to fundamental business and compliance requirements, remains locked away in the minds of human experts. Their reference tools are scattered style guide PDFs and glossaries that are difficult to locate or apply consistently. As a process, this simply doesn't scale.

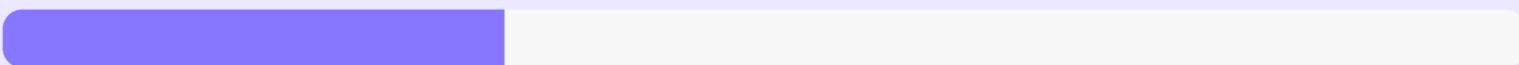
So far, the form of AI adoption for translation hasn't matched the scale of this challenge. Forrester data shows that 70% of translations³ are now machine-assisted after a 533% rise in 2024, but business leaders are starting to realize that translation tools alone cannot solve the challenge. In DeepL's survey of global business executives:

35%

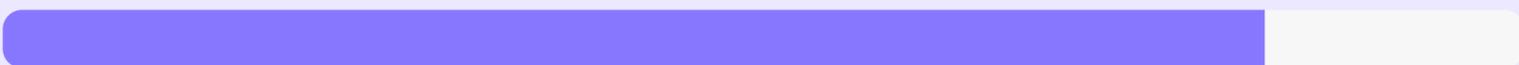
of business leaders say their localization and multilingual communications workflows are still wholly manual with no process automation at all.

**33%**

say the only automation they use are traditional tools like translation management systems, and manually updated translation memories and rules.

**83%**

have not yet deployed next-generation AI tools such as LLMs and Agentic AI.



In the United Kingdom, adoption for Agentic AI and LLMs is significantly higher at **22%**. The United States and Japan are currently most dependent on wholly manual workflows, with **43%** (Japan) and **42%** (United States) describing their translation processes this way.

The challenge is exacerbated by the increasingly multi-modal nature of content and the requirements this involves for real-time translation. Voice translation is a powerful example, where delays of seconds can have a major impact on the efficiency and productivity of meetings, on scaled customer experience, and more.

Those that are investing in advanced Language AI solutions recognize the growing importance of AI levels of efficiency for priority business objectives. Asked for the drivers of their investment in Language AI in 2026, business leaders list three factors that are fundamental to their ability to operate effectively, compete, and grow:

33%

say expanding into new global markets and reaching more customers is driving their Language AI investments.



25%

say efficiency gains and ROI



20%

cite the need for real-time voice translation and internal demand for multilingual collaboration



Key drivers of Language AI investment

Country	Global expansion	Efficiency / ROI	Voice / multilingual collaboration
FR	30%	27%	23%
DE	31%	24%	24%
JP	33%	23%	20%
UK	37%	25%	20%
US	32%	26%	22%

Leaders are identifying that outdated translation workflows are now an unacceptable drag on operational efficiency across organizations as a whole. Their delays, errors, and unpredictable costs undermine innovation, hamper manufacturing processes and pipelines, damage brands, and divert resources that would be better invested elsewhere.

Any business operating internationally, and especially global enterprise organizations, cannot hope to unlock the productivity gains promised by AI without first transforming their translation processes, and putting AI at the heart of how they communicate.



“The impact of language friction is definitely underestimated. It was just not possible to deliver ideas or innovation quickly, because you always had these kinds of processes in the background that really ground innovation down.”



Harry Witzthum

Chief of Digital Transformation and AI, Caritas

Chapter 2

Chapter 2

Why legacy translation breaks at scale



The existing operating model for enterprise translation was developed for static, predictable content that could accommodate long processes and potential delays. The key to managing these workflows effectively came down to extending timelines to accommodate all potential risks.

Project planning was forced to flex around the speed of translation, because if you wanted accuracy and control, if you needed confidence that your brand messaging would land or your communication would be compliant, then you needed to invest both time and money in ensuring them.

In this model, translation may be increasingly technology-enabled, but it is still largely managed, directed, and painstakingly improved by humans. Localization professionals review translation requirements, decide when and how to use automation, generate an initial translation and then painstakingly post-edit to correct mistakes, refine tone, adjust terminology, and ensure consistency with brand and style guidelines. Tools such as glossaries and translation memories aim to speed the review process, but they still rely on human editing and approval. Only in very specific circumstances are translations automated without human input and multiple corrections. It's people that own the process, and the quality of the translation is down to them.

In an era of high-volume, high-velocity content where instantaneous, accurate translation is required across touchpoints and content modalities, these trade-offs are no longer an option.

Enterprises cannot accept that accuracy and control must be paid for in weeks, with escalating costs for every adjustment and manual amend. It's a transformation in requirements that can't be met by improving the existing model. It requires new processes designed for and directed by the capabilities of Language AI.

The rise of voice translation is a powerful example of how translation processes re-imagined with AI are becoming essential for meeting new expectations. In our survey of global business leaders, almost two-thirds now describe real-time voice translation as either essential (32%) or important (33%) for their organization's operations. The centrality of voice translation is driven by advances in the accuracy, speed, and multi-modal integration of voice AI (acknowledged by 46% of leaders as a driver), but also by rising customer demand for real-time communication (40%) and the demands of expanding into new global markets (38%).



"I think we all knew language was a barrier and was a challenge, but I don't think we realized how much until we started using DeepL Voice and seeing the impact that fully understanding what someone was saying in their native language really had on us.

We work with teams around the globe, and before we had inefficient calls that took probably 30 minutes longer than they should even for just a 60-minute call. Now we have everyone involved in the conversation and experts from around the globe who couldn't participate fully before now can."



Jodi Sweed
VP Strategy & Development, Aramark

Chapter 3

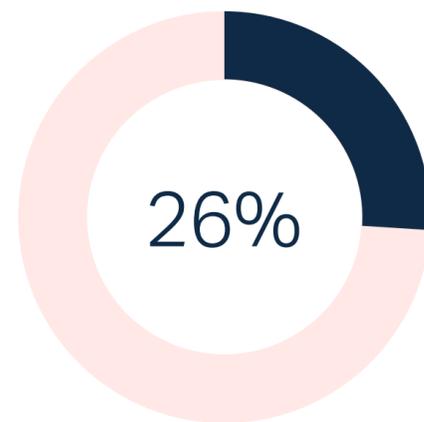
The enterprise impact of outdated translation processes



Across organizations, various functions find themselves hitting the same operational ceiling that cuts off their ability to grow impact and deliver against business objectives. When the translation process doesn't scale, every aspect of the business suffers.

Marketing

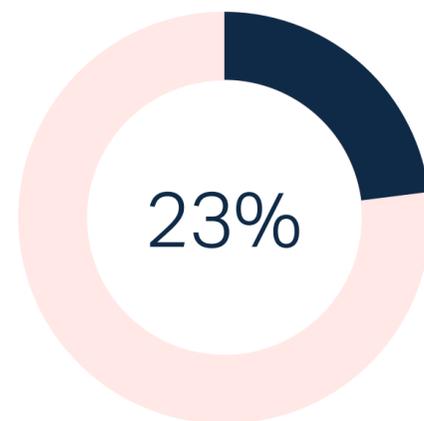
Marketing finds itself forced to delay launches and limit go-to-market strategies to incorporate what's realistic for localization timelines. Already constrained budget disappears into spiralling localization costs, and every translation raises the question of whether brand voice and key messages are really coming across in each market.



26% of business leaders in DeepL's survey say that sales and marketing would benefit significantly from real-time, AI-powered translations of both voice and written content.

Customer support

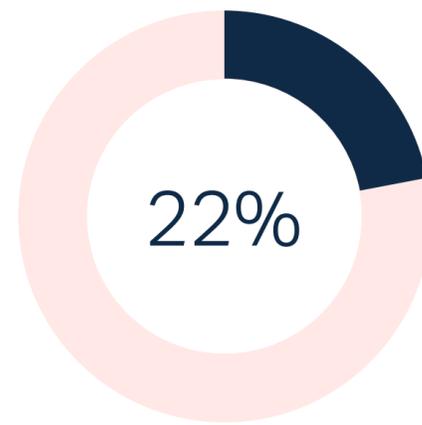
Customer support finds itself struggling to deliver on-brand, multilingual advice across markets, leading to coverage gaps, compliance risks, declining customer satisfaction scores, and spiralling costs for each ticket. Customer experience diverges in different markets and for people speaking different languages, undermining brand equity and go-to-market strategies.



23% of business leaders say customer support is the business function being reshaped most rapidly by AI.

Legal teams

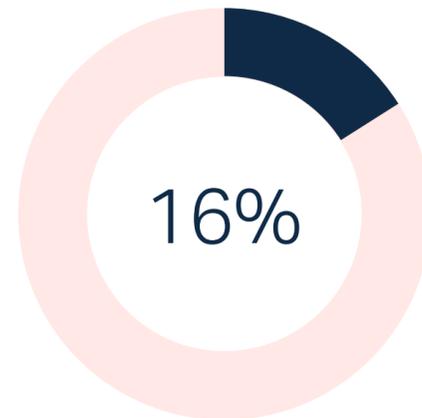
Legal teams find timelines for reviewing assets growing, with regulatory risk from inconsistent translations necessitating painstaking human reviews, growing costs, and a backlog of documentation. The results put deals and relationships at risk and raise the barriers to expanding operations in new markets.



22% of business leaders say that high-stakes content specialization for areas such as legal and finance is now a key capability for translation and localization.

Product and engineering teams

Product and engineering teams struggle to coordinate multilingual teams, narrowing the supply of talent, impeding people from contributing ideas, and slowing development pipelines. Multi-market launches become bottlenecks and organizations that operate internationally can't ship globally by default. This undercuts the economies of scale that their business models fundamentally depend on.



16% of business leaders say they expect Language AI to deliver faster time to market for product development.

Chapter 4

Adding headcount and vendors isn't the solution



Global enterprises have become accustomed to throwing money and resources at the translation problem through language service providers, translation management systems, external agencies or internal headcount.

However, a linear process cannot unlock efficiencies of scale, no matter how much budget you allocate to it. As a result, costs grow exponentially with translation demand. At the same time, complexity grows, management challenges multiply, and the risks of errors and inconsistencies increase. More resources produce rapidly diminishing returns.

It is now evident to enterprise organizations that creating more handoffs between teams and more dependencies within workflows isn't the way to solve this problem. Transforming the model with AI is.

In DeepL's survey of global business leaders, 71% say that workflow automation is a priority for 2026, and 36% say it's a high priority. Of all workflows that they could invest in automating, none touch as many areas of operations as translation, and none can match its immediate impact in cutting costs and reducing risk. What's more, the essential elements for transforming translation workflows through AI are already in place.

Language AI tools and agentic AI systems capable of multi-step reasoning and workflow execution are both used by 48% of business leaders, and around a third anticipate increasing investment in these areas.



"The stakes are very high right now, with all of the language technology that's available. People are able to see that translations can be done very easily, and so we're seeing a lot of expectation to have materials created in our customers' languages, and created quickly."



Derick Fajardo

Associate Director, Multilingual Services, Harvard Business Publishing

Crucially, language and communications (30%), routine operations such as compliance checks (29%), and operational efficiency and process optimization (29%) are also the top three areas where business leaders have greatest confidence allowing AI to make decisions without human oversight. This sets the stage for enterprise organizations to rise to the operational challenge of translation scalability—and rebuild their existing models with AI at the center.



“It’s not just thinking about language. It’s thinking about the processes, the structure, and the culture. I think AI is really driving fluency on a structural level. Organizations need to start rethinking and maybe posing the question: do we have the right structure to really deliver the promises that AI brings?”



Harry Witzthum

Chief of Digital Transformation and AI, Caritas

Chapter 5

The translation workflow transformed with Language AI



Transforming the translation operating model with AI involves far more than just adopting machine translation tools. It's a case of re-engineering the translation process to deliver a new type of workflow resting on six essential properties:

1. Speed, through instant, high-quality AI output

Localization has always involved a careful balance of speed, scale, and quality for translations. The trade-off that teams have been forced to accept is that speeding up workflows, or scaling the volume of content, inevitably impinges on the quality of the end result. No longer. The accuracy and precision now possible through Language AI ensures that instant translations measure up to those generated by humans in terms of fundamental quality. The customization features that can now be deployed through AI-orchestrated workflows (see below) build on this to deliver translations that are absolutely right for the business. When instantly generated translations are consistent, customized, and accurate from the start, the requirement for human review disappears and the potential for deploying translation across real-time touchpoints grows.

2. Broad media coverage across voice, written copy, and all file types

Today's enterprise content is multi-modal by default, flowing across video, voice, text, and PDF. Translation capabilities need to flow with it, providing instant translations for voice and video calls and translating PDFs and other file types seamlessly without the requirement for copy and paste, or extensive redesigns. When asked about the importance of multi-modal language AI, 47% of business leaders describe it as important for operational efficiency, and an additional 21% say that it is mission critical.

3. Efficiency through AI-first workflows that minimize human review and hand-offs

AI-first workflows have the potential to orchestrate the translation process from beginning to end. Translations can be routed automatically based on risk level, with the vast majority also translated automatically, quality-checked automatically and released without the need for manual review. APIs and integrations enable content to flow between language technology providers and CRM, CMS and other workplace tools. Rather than acting as traffic managers and hands-on

coordinators, localization teams focus on designing systems and processes, reviewing those systems' performance, and defining when and how their expertise can add the greatest value. Their role becomes fundamentally more strategic.

Automating routine translation workflows so that they run on autopilot can transform the scalability of the localization process, enabling it to handle frequent requests for both large and small-scale translations with ease.

4. Customization through AI control layers that enforce consistency in brand voice, style, and business and compliance requirements

Encoding the knowledge and expertise of localization teams within automated workflows gives organizations the confidence to deploy AI-first translation at scale. It reduces the requirement for human review, cuts out the need for repetitive post-editing, and ensures that automated translations are fit for purpose. This in turn enables AI-first translation processes to meet the requirements of instant translation at real-time touchpoints such as sales chats or customer support.

Static reference tools, such as scattered PDF style guides or manually updated translation memories, become a unified customization layer that's applied automatically with AI-enforced rules that are embedded within every translation.

5. Centralized governance providing the essential confidence for automating translation workflows that touch every area of the business

AI-first processes empower centralized governance of translation flows, integrating quality assessment and optimization, and delivering consistency across markets and languages that simply isn't possible for teams of human reviewers working autonomously.

The difficult-to-define elements that constitute brand voice, such as the phrases that localization experts instinctively know a business would or wouldn't use, can be codified by AI and applied at scale without hands-on human involvement. This delivers multilingual content that is on-brand, on-message, consistent, and compliant. It reduces risk and increases brand equity, loyalty, and trust.

6. Enterprise-grade security and compliance

Security, trust, and regulatory compliance provide AI with its license to operate. When AI is orchestrating localization everywhere, at speed, enterprise-grade security and compliance become essential. They provide organizations with the confidence to integrate AI with internal and external-facing content systems.

Enterprise organizations regularly report challenges aligning their use of AI to compliance frameworks. In many cases this restricts the extent to which they can embed the technology across workflows and use it to drive real transformation. In this context, Language AI providers that can guarantee compliance and security for data become invaluable partners. They represent a use-case where organizations can apply AI with confidence, and move swiftly and efficiently from pilot projects to full rollouts.

The essential security, data privacy, and compliance features for AI-first translation processes include:

- Data residency and control that complies with GDPR and data sovereignty requirements
- Leading encryption technologies, including state-of-the-art features such as Bring Your Own Key Encryption, which enable organizations in highly regulated industries to put any data out of reach, instantly
- Clear, transparent audit trails for the storage and removal of personally identifiable information (PII)
- Zero long-term data storage
- Dedicated, private, and secure inference environments
- Role-based access controls, multi-factor authentication (MFA), and audit trails to ensure accountability
- Continuous audits and penetration testing to stay ahead of emerging threats



“With AI translation and customization we’re able to free up time for humans to do the more high-impact work: building relationships internally, coming up with content strategy, thinking about the cultural needs, not just the language needs. That’s the type of work that’s actually really hard for AI to help us with. By giving to AI what we don’t love doing, and shouldn’t need to do, we can free human time up to do the high value work.”



Nataly Kelly

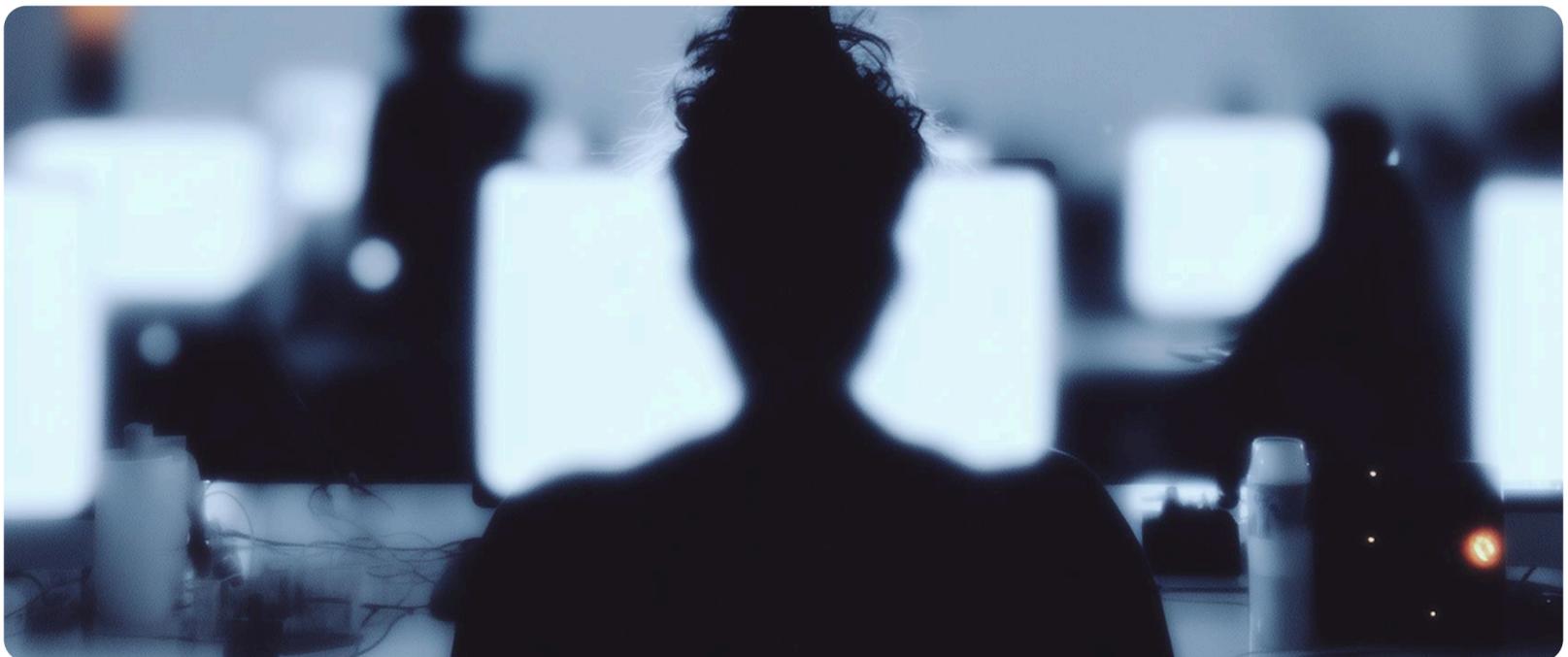
CMO, Zappi, Co-author of Brand Global, Adapt Local

Chapter 6

The ROI model for enterprise translation with AI



Quantifying the returns that a new AI-led translation model delivers is a complex business, partly because the returns themselves take so many different forms. All of them are directly aligned to business priorities, and all of them increase in value as the volume of translation grows.



The most immediate and obvious of those returns come in the form of like-for-like cost savings compared to the traditional, manual translation process. When every correction is billable, the process of producing fit-for-purpose translations that are right for the business and the context is both expensive and unpredictable. AI-first translation both cuts the costs and sweeps away the unpredictability, removing a fundamental financial risk for operations.

Minimizing the requirement for human review and post-editing enables project and finance teams to reclaim control over budgets and timelines. Predictability on costs and delivery ensures that projects deemed too risky before can now proceed. Global expansion and time to market accelerates, and as the scale of content continues to grow, the returns of an AI-first workflow multiply with it. The more content that AI-directed models translate, the faster the benefits accrue. Translation ceases to be a blocker of efficiency gains and becomes the embodiment of economies at scale.

With the same headcount, organizations can deliver translations that are immediate, accurate, more consistent, more compliant, and more accessible. Translation volume no longer represents a risk. Dynamic language assets and evolving style guides ensure that consistency increases the more widely the AI-led model is deployed. Language experts are freed from repetitive workflows that inevitably lead to errors and are able to make strategic choices about where and how multilingual content can deliver greatest value. Through an AI-first model, they have access to previously unavailable data on the impact of translations. They're able to see the impact of different approaches, make strategic decisions and enforce those decisions.

When asked about the returns they expect to see from AI-driven translation processes in 2026, business leaders pick out the following operations gains:

- 22% point to improved customer experience and satisfaction scores
- 22% indicate employee productivity and collaboration across multilingual teams
- 18% expect stronger sales performance with shorter sales cycles and higher win rates
- 17% predict revenue growth from entering new markets
- 16% point to higher online conversion rates
- 16% expect accelerated launches for new products and services
- 15% point to lower costs and higher operating margins
- 13% select improved compliance and reduced risk

Returns expected from AI-driven translation in 2026

Country	Expect improved CX and CSAT	Expect improved productivity and collaboration	Expect improved sales performance
FR	20%	20%	23%
DE	24%	27%	20%
JP	14%	15%	11%
UK	27%	26%	21%
US	26%	21%	18%

Returns expected from AI-driven translation in 2026

Country	Expect revenue growth from new markets	Expect higher online conversion rates	Expect accelerated launches
FR	19%	14%	15%
DE	16%	17%	17%
JP	10%	8%	7%
UK	21%	21%	20%
US	19%	20%	19%

Returns expected from AI-driven translation in 2026

Country	Expect lower costs and higher operating margins	Expect improved compliance and reduced risk
FR	16%	12%
DE	17%	12%
JP	16%	13%
UK	14%	15%
US	13%	12%

Unlocking the potential of language with AI

Rising to the challenge of scaling translation means widening the role of AI from a translator-practitioner to a master orchestrator of processes and workflows. Doing so unlocks not only the potential of AI, but the human potential of language experts, editors, and localization teams. Translation is a powerful example of what can be achieved by humans and AI finding the right way to work together. For global enterprises, the time to make that happen is now.

DeepL is building solutions that are designed to unlock human potential and transform the way that work gets done across language and beyond. The DeepL Customization Hub and DeepL Agent are both powerful examples of this mission in action. One provides an AI control layer to orchestrate automated translations at enterprise scale, enforcing consistency and compliance while ensuring that brand voice always comes through. The other transforms workflows throughout organizations through an automated AI coworker that can work with all of an organization's systems and tools and take care of repetitive tasks.

Explore the advanced translation orchestration features of DeepL Customization Hub: deepl.com/customization-hub

Transform workflows and unlock human potential at scale with DeepL Agent: deepl.com/products/ai-agent



Elevating the role of localization and localization teams

A Q&A with DeepL's Director of Localization, Morana Perić



Morana Perić

DeepL's Director of Localization

As Director of Localization at DeepL, Morana has a unique perspective on what's possible with the transformation of localization workflows. We asked her about her own experience of deploying DeepL and automation solutions, and what it's meant for the contribution her teams can make to the business.

In your experience, how big an impact can AI and automation have on localization workflows?

Today, there is no efficient localization team that does not use AI and automation in some way. A great example of this is our work on the DeepL Help Center.

When I first joined DeepL, my team was spending a huge amount of time localizing and checking content for the Help Center, making small adjustments and endlessly correcting our specific terminology and the way that it was translated. After all, with this type of content it's very important that terminology is aligned. The term you use in a Help Center article to describe a button in the user interface has to match the term that's on the button itself or users get very confused, and this can even increase the workload of the Customer Support team. Add to this the fact that this content gets updated very frequently, so there's a lot of repetitive work checking that LLMs have translated all the key terms correctly, each time.

When DeepL released new customization features, starting with glossaries, it really unburdened our team. It ensured that terminology was always translated in the right way. In fact, we realized that this was a type of translated content that we could release immediately, without the need for humans to review it. We created a whole new workflow that basically took us from taking weeks to translate, review and publish the content, to being able to put it live within minutes. It delivered a 98% reduction in the time and effort required.

How does this change the relationship between localization teams and the rest of the business?

It transforms those relationships for the better. We had a relationship with our customer support team, which is the team behind Help Center content, where we ended up being the bottleneck. They would send us a task, and we would have other urgent priorities like big marketing campaigns or product launches that meant we had to push it to the back of the queue. We could easily become a blocker for them, slowing things down.

Automating the translations really changed this. We weren't saying their content wasn't important. Quite the opposite. We identified the challenges they were facing, and we were able to develop a plan that overcame those challenges more effectively. As a result, we now have a much more strategic, collaborative relationship. We work together on glossary items, distinguishing the important terms and names. We discuss what kind of metrics we need to keep track of how the content is performing. And we do quality reviews with them to check that everything is running correctly.

How are the roles of your localization team members evolving?

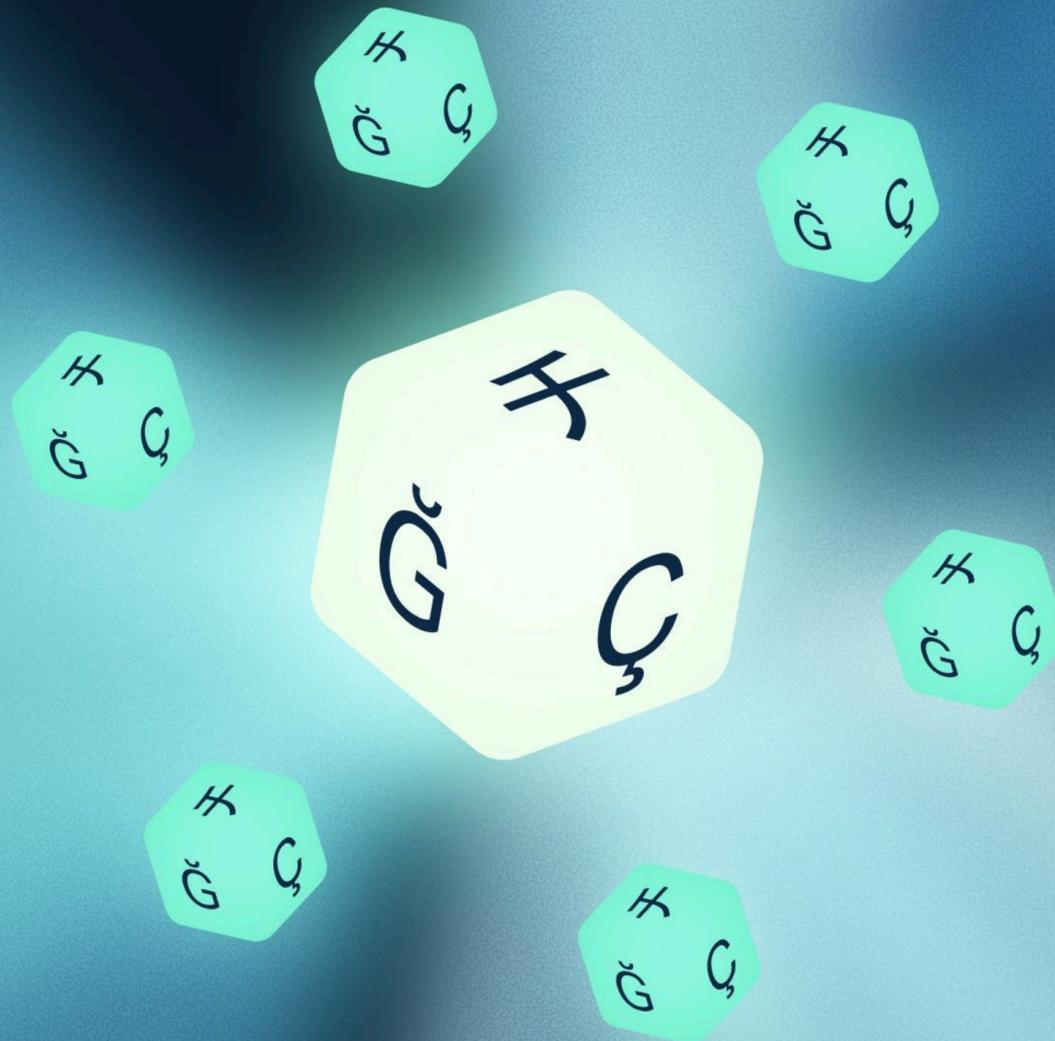
The most important thing is stepping out of the old kind of mindset where linguists were always paid per word, and the only thing that matters is delivering a high volume of translation work. As localization teams, it's important to move to a more strategic positioning. We don't want people focusing on how many words they process, but on how their projects deliver value. They can then decide where to invest their time. For example, they might decide that an email is going to merit having three different versions of a translated subject line for A/B testing, because ultimately that's what's going to drive conversion.

We're moving away from spending the majority of our time translating or reviewing. Instead, we're taking on more of a supervisory and advisory role. Our language experts become quality advisors, and our operations team focuses on strategic planning and how we'll work with the various content flows. Thanks to AI workflows, they can become the person who knows how to read the data, and understands which type of content is most important and needs review or research to help it perform better.

Chapter 7

Chapter 7

Your translation scalability checklist



Is your translation model putting borderless business at risk?

Instructions: if you answer **YES** to **4 or more** of the statements below, your translation operating model is unlikely to scale with 2026 content volume, velocity, and multilingual requirements.

1. Workflow and process indicators

- We rely on manual handoffs** (email, Slack, spreadsheets) to submit or manage translation work.
- Translation turnaround times are measured in days**, not minutes or hours.
- Content often waits in queues** (vendors, reviewers, regional teams) before it can ship.
- Our translation process is still project-based**, even though content is continuous.
- Multiple teams maintain separate workflows** for translation (Marketing, Support, Product, Legal).

2. Cost and resource indicators

- Translation spend is rising**, but throughput is not.
- We rely heavily on external vendors** for core translation capacity.
- Internal reviewers spend significant time** re-checking translations.
- There is no central view of total translation spend** across business units.
- Vendor management and project coordination** consume substantial Ops time.

3. Speed and scalability indicators

- Campaigns or product releases have been delayed** due to translation.
- We cannot translate content in real time** to support rapid experimentation or iteration.
- Support teams struggle to scale multilingual coverage** without adding headcount.
- We lack consistent turnaround SLAs** for different content types or regions.
- Our translation capacity does not grow proportionally** with content volume.

4. Quality and control indicators

- Quality varies significantly** across vendors, teams, or regions.
- We struggle to maintain consistent terminology and tone** across markets.
- There is no unified governance layer** for translations enterprise-wide.
- We lack auditability or traceability** for how translations were produced or approved.
- We cannot easily enforce consistency at scale** across functions and content types.

How to interpret your results

- 0 – 3 YES** Your model may still keep up **today**, but it is not aligned with 2026 demands.
- 4 – 7 YES** Your model is already at risk of failure under current volume; optimization alone will not be enough to scale it.
- 8+ YES** Your translation operating model is structurally broken. A modernized, AI-assisted enterprise language layer is now a strategic requirement.

Ready to discuss transforming translation with AI?

Our experts are standing by to discuss your results and suggest how to move forward.

Get in touch

DeepL's Language AI includes:

DeepL Translator



The world's most accurate translator, with customization features like glossaries and rules that help to create consistent and personalized messaging.

DeepL Voice



Real-time voice-to-text translation for in-person conversations and meetings—taking the customer experience to a new level of accessibility and connection.

DeepL Write



Real-time writing support that adapts to your audience—helping teams refine tone and formality while maintaining consistency with your brand voice.

DeepL API



Deliver automated, context-aware translation directly into your products, apps, and systems, so you can reach global markets faster.

