

WAVE REPORT

The Forrester Wave™: Translation Management Systems, Q3 2025

The 12 Providers That Matter Most And How They Stack Up

Kathleen Pierce and three contributors

IN THIS RESEARCH

[Jump To](#)

Summary

In our evaluation of translation management systems (TMS) providers that focus on helping enterprises integrate and optimize localization, we identified the most significant ones and researched, analyzed, and scored them. This report shows how each provider measures up and helps you select the right one for your needs.

TMSes Cater To Varied Enterprise Needs In The Face Of AI-Fueled Change

Organizations need help as they seek to use localization AI to multiply their localization coverage while keeping costs steady. To realize the promised gains, they must optimize input data, integrate many applications and vendors, and apply a finely tuned selection of LLM models and neural machine translation (NMT) engines, as well as human translators and interpreters — sometimes requiring a different mix for each interaction type and language pair. Modern TMSes for enterprises, sometimes called localization technology platforms or translation business management systems, provide the technology and services that make this possible at scale. This vendor evaluation found that TMSes are far from commoditized. As they compete in a market undergoing rapid evolution, TMS vendors take a wide range of approaches to help enterprises optimize and scale localization. TMS customers using this evaluation to inform a purchase decision should consider:

- **The organization's readiness for change.** Some TMS vendors focus on streamlining and automating localization workflows. Others aim to reinvent localization — and even the content-creation engine — as an integrated, AI-centric, orchestration layer. The latter approach is bigger and bolder but requires clients that have more operational maturity, a higher AIQ, interdepartmental alignment, and an aligned executive vision. Organizations that overestimate their readiness may be unable to absorb the changes, while organizations that underestimate it may be frustrated with the pace and scope of growth.
- **Preference for DIY vs. guided solutions.** TMSes in this evaluation provide different levels of control, from DIY options that let skilled users customize hundreds of settings for diverse needs, to guided solutions that reduce or hide complexity, increasing ease of use but potentially limiting customization or

of closed-shop end-to-end solutions, custom vendor models, bring-your-own-key solutions, and tools for fine-tuning models and managing vendors.

- **Resources for governing and optimizing the localization tech stack.** Because TMSes integrate into a broad range of solutions including CMSes, code repositories, help desk, e-commerce, chatbots, and meeting software, IT is a critical partner. TMS vendors partner with multiple LLM and NMT vendors, hyperscalers, and point solutions for special capabilities like audiovisual localization and quality control. Getting the benefits while minimizing tech bloat, vendor sprawl, and integration nightmares requires sophisticated management and governance. Complicated integrations can cause de facto vendor lock-in due to the switching costs.

Evaluation Summary

The Forrester Wave™ evaluation highlights Leaders, Strong Performers, and Contenders (see Figures 1 and 2). We intend this evaluation to be a starting point only and encourage clients to view product evaluations and adapt the findings based on their priorities using Forrester's interactive provider comparison experience.

FIGURE 1

Forrester Wave™: Translation Management Systems, Q3 2025

Translation Management Systems

Q3 2025



*A halo indicates above-average customer feedback. A double halo indicates that the vendor is a Customer Favorite.

© Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

FIGURE 2

Forrester Wave™: Translation Management Systems Scorecard, Q3 2025

		Forrester's weighting	Bureau Veritas	Centific	LILT	Lionbridge	Lokalise	memoQ
Current offering			2.30	2.54	4.12	1.96	2.36	2.42
Configurable, integrated workflows	7%	3.00	1.00	3.00	3.00	1.00	1.00	
Continuous localization	6%	1.00	5.00	3.00	1.00	5.00	3.00	
Workflow automation and AI agents	7%	3.00	3.00	5.00	1.00	1.00	1.00	
Collaboration and knowledge sharing	4%	1.00	1.00	3.00	3.00	5.00	1.00	
Financial and vendor management	5%	5.00	1.00	3.00	1.00	1.00	3.00	
Localization methods and vendor neutrality	6%	1.00	5.00	3.00	1.00	1.00	3.00	
Accurate, contextually aware translation	7%	3.00	5.00	5.00	1.00	3.00	1.00	
Input data cleanup	4%	1.00	3.00	5.00	1.00	5.00	3.00	
Audiovisual and real-time localization	5%	1.00	5.00	5.00	5.00	1.00	1.00	
Transcreation and adaptation	6%	3.00	3.00	5.00	3.00	1.00	3.00	
Quality standards and estimation	6%	1.00	5.00	3.00	3.00	1.00	1.00	
Quality measurement and editing	6%	3.00	1.00	5.00	3.00	1.00	3.00	
Multilevel reporting	5%	5.00	1.00	3.00	3.00	3.00	1.00	
Governance and administration	4%	3.00	1.00	5.00	1.00	3.00	5.00	
Integration breadth and depth for developers	5%	1.00	1.00	3.00	1.00	5.00	3.00	
Integration breadth and depth for non-developers	5%	1.00	1.00	5.00	1.00	5.00	3.00	
Scalability	4%	3.00	1.00	5.00	1.00	3.00	3.00	
Deployment and capacity	4%	3.00	1.00	5.00	1.00	1.00	5.00	
Compliance, security, and privacy	4%	1.00	1.00	5.00	3.00	1.00	5.00	
Strategy			3.00	3.00	3.80	3.60	2.20	2.60
Vision	20%	3.00	5.00	5.00	5.00	1.00	3.00	
Innovation	20%	3.00	5.00	5.00	5.00	1.00	1.00	
Roadmap	20%	1.00	3.00	3.00	5.00	3.00	1.00	
Partner ecosystem	10%	1.00	1.00	3.00	1.00	3.00	3.00	
Adoption	10%	5.00	1.00	3.00	1.00	3.00	5.00	
Pricing flexibility and transparency	10%	5.00	1.00	3.00	3.00	3.00	3.00	
Supporting services and offerings	10%	5.00	1.00	3.00	1.00	3.00	5.00	

Forrester's
weighting
Phrase
RWS
Smartling
TransPerfect
Unbabel
XTM

Continuous localization	6%	5.00	3.00	3.00	3.00	1.00	3.00
Workflow automation and AI agents	7%	5.00	5.00	3.00	3.00	1.00	5.00
Collaboration and knowledge sharing	4%	5.00	3.00	3.00	3.00	5.00	5.00
Financial and vendor management	5%	5.00	3.00	1.00	3.00	3.00	5.00
Localization methods and vendor neutrality	6%	5.00	5.00	3.00	5.00	1.00	3.00
Accurate, contextually aware translation	7%	5.00	3.00	5.00	3.00	1.00	1.00
Input data cleanup	4%	5.00	1.00	3.00	3.00	1.00	5.00
Audiovisual and real-time localization	5%	5.00	3.00	3.00	3.00	1.00	3.00
Transcreation and adaptation	6%	5.00	1.00	5.00	1.00	1.00	3.00
Quality standards and estimation	6%	5.00	5.00	3.00	3.00	3.00	5.00
Quality measurement and editing	6%	5.00	3.00	5.00	3.00	1.00	1.00
Multilevel reporting	5%	5.00	3.00	1.00	5.00	3.00	5.00
Governance and administration	4%	3.00	3.00	3.00	5.00	1.00	5.00
Integration breadth and depth for developers	5%	5.00	5.00	5.00	3.00	1.00	3.00
Integration breadth and depth for non-developers	5%	5.00	3.00	3.00	5.00	1.00	3.00
Scalability	4%	5.00	5.00	1.00	5.00	1.00	5.00
Deployment and capacity	4%	3.00	5.00	3.00	5.00	1.00	3.00
Compliance, security, and privacy	4%	3.00	5.00	5.00	3.00	3.00	3.00
Strategy		4.60	2.80	2.40	2.80	1.00	3.40
Vision	20%	5.00	3.00	1.00	1.00	1.00	3.00
Innovation	20%	5.00	3.00	3.00	3.00	1.00	3.00
Roadmap	20%	5.00	3.00	1.00	3.00	1.00	5.00
Partner ecosystem	10%	5.00	5.00	3.00	5.00	1.00	3.00
Adoption	10%	3.00	3.00	5.00	3.00	1.00	3.00
Pricing flexibility and transparency	10%	5.00	1.00	1.00	1.00	1.00	3.00
Supporting services and offerings	10%	3.00	1.00	5.00	5.00	1.00	3.00

Scores are on a scale of 1 (below par relative to others evaluated) to 5 (superior relative to others evaluated).

Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

Leaders

Phrase

Phrase, based in Prague, started out as Memsource in 2010 with a cloud-based translation solution. In 2021, Memsource acquired Phrase, a localization platform for software and digital products, to create an integrated technology suite. In 2022, it unified the brands under the Phrase name and started rolling out the combined Phrase platform.

- **Strategy.** Phrase is preparing for exponential, AI-driven growth in multilingual content volume. Its superior vision, supported by a focused, transparent roadmap and rapid innovation, is to meet customer demand for speed and hyperpersonalization with an intelligent multilingual content automation platform. Its decision to provide whole-platform access to all customers supports the vision.

- **Capabilities.** The Phrase platform equips customers with clean data, sophisticated workflows, and unfettered access to a universe of models. Phrase is best-in-class at multiple complex capabilities including configurable workflows, continuous localization, audiovisual localization, transcreation/adaptation, and decentralized self-service. Phrase's wide array of advanced use cases and layered architecture make it a superior example of an enterprise-wide orchestration platform.
- **Customer feedback.** Reference customers love Phrase's practical, AI-forward thinking and lauded the platform and its AI agents for automating 99% of their workflows. They observe that using the platform requires expert leadership and that the speed of innovation can be tough for small teams to absorb.
- **Forrester's take.** Phrase is a good fit for medium-to-large enterprises with high localization maturity and complex workflows that want to leverage fully automated, integrated, AI-powered localization.

View Phrase's detailed scorecard.

LILT

LILT was founded by experts who worked on Google Translate and decided that the localization market was overdue for reinvention. It developed a new AI-centric platform and recently brought on a new chief product and technology officer, and established a strategic partnerships function to spur its next stage of growth.

- **Strategy.** LILT's superior vision centers on enabling multilingual use cases rather than improving traditional workflows. Its innovative AI-centric solutions and agentic workflows, free from technical debt and legacy processes, support the vision of delivering high-quality multilingual content in a quick, simple, and cost-effective manner. The long-term success of its strategy will require building a customer base that can match its level of innovation and reinvention.
- **Capabilities.** LILT's prebuilt integrations, powerful audiovisual localization, and customized, self-training LLMs enable superior automation and personalization. LILT also excels with flexible deployment capabilities, which include air-gapped on-premises and government-class security. LILT doesn't manage multiple LSPs, which limits its suitability for organizations that want a more open platform. Continuous software localization is not one of its core offerings, which limits customers' ability to reinvent localization across all functions.
- **Customer feedback.** Reference customers see LILT as a forward-thinking, nimble, world-class vendor and appreciate its "remarkable" customer service and concrete business impact. However, customers cite issues with slower-than-expected implementation, inflexible reporting, and inadequate educational resources.
- **Forrester's take.** LILT is a good fit for medium-to-large enterprises in government and the broader public sector, technology, and regulated industries that can benefit from its reinvented AI-centric approach to multilingual use cases.

XTM

One of two publicly traded companies in this evaluation, UK-based XTM was ahead of the market in developing a TMS for enterprises more than 20 years ago and has earned a reputation as a technical powerhouse. In recent years, XTM has strengthened its product, technology, and customer leadership, invested in R&D, and acquired Transifex to extend its reach into small and medium-size businesses.

- **Strategy.** XTM's vision of TMSes as omnichannel globalization platforms for digital transformation and global growth aligns with market needs but is incremental rather than disruptive. Recognizing that clients struggle with fragmented processes and AI tools that don't add value, XTM has a superior roadmap for building an orchestration layer and AI agents to augment its already strong automation. Its January 2025 Transifex acquisition has the potential to broaden its customer base but risks diluting focus.
- **Capabilities.** XTM Cloud offers advanced workflow controls, collaboration, error categorization, and data-driven improvements. It has superior financial management and reporting. Technical teams will appreciate its administrative strengths like linguistic asset cleanup, governance, and scalability. Offering a bring-your-own-key solution, XTM partners with more than 20 MT providers but the lack of LLM fine-tuning may limit its appeal. It lags the market in some areas like automated postediting.
- **Customer feedback.** Customers praise XTM's responsive customer success team and the improved quality, productivity, cost, and speed. However, several feel that it is expensive, with a complex and unintuitive user interface. XTM's reference customers did not respond to Forrester's outreach for this evaluation.
- **Forrester's take.** XTM is a good fit for advanced localization teams in large enterprises with sensitive or regulated content (e.g., financial services, healthcare, life sciences) that want maximal flexibility and control.

View XTM's detailed scorecard.

Strong Performers

RWS

Founded in 1958, UK-based RWS is one of the world's largest localization providers and one of two publicly traded companies in this evaluation. Long a leader in localization services and technology, RWS recently brought on new executive leadership to reposition Trados Enterprise as an AI-native content transformation platform.

- **Strategy.** RWS's deep expertise and vast partner network fuel its vision of an ecosystem for both localization providers and the enterprises that use them. Its June 2025 acquisition of Papercup's AI dubbing technology will add multimedia capabilities that customers demand. However, its roadmap,

discourages adoption across customers that have decentralized localization, and its services and support are less inclusive than its competitors.

- **Capabilities.** RWS's Trados Enterprise offering shines across the localization workflow, with superior capabilities in configurability, automation, AI agents, deployment, and quality estimation. Language Weaver, RWS's MT platform, is included alongside an app store with 100-plus MT providers, connectors, and extensions. The visual interface and granular security controls are user-friendly, but its transcreation and input cleanup capabilities are below par.
- **Customer feedback.** Reference customers value RWS's status as a leading service provider and appreciate its efficient, transparent workflows and tools that reduce costs and improve quality and productivity. However, they report challenges with video and LLM localization, unintuitive pricing, and non-AI-centric functionality that leave it behind the market.
- **Forrester's take.** RWS is a good fit for large enterprises that value its depth and breadth of expertise and want a blend of services and TMS capabilities.

View RWS's detailed scorecard.

TransPerfect

TransPerfect is the largest LSP in the world by revenue, operating as both a services and technology company. It has positioned its GlobalLink TMS as a headless language operations ("LangOps") layer for clients working in other business applications. TransPerfect acquired Unbabel on August 22, 2025.

- **Strategy.** TransPerfect has built a localization layer with aggressive M&A activity, a large R&D budget, extensive integrations, generous services, and an exceptionally strong partnership strategy. Its roadmap focuses on practical investments in translation quality and the GlobalLink platform, and its philosophy of building and optimizing its own connectors will help customers navigating a complicated tech stack. However, its vision of AI-driven efficiency is not as forward-thinking as its competitors, and it lacks a clear, unified, tiered pricing model.
- **Capabilities.** In line with TransPerfect's dominant market presence, it designed GlobalLink for a broad global audience with users ranging from translation newbies to seasoned experts. It features access to many MT and LLM engines and shines in administrative capabilities like reporting, governance, scalability, and deployment. It lags in transcreation and adaptation.
- **Customer feedback.** Reference customers appreciate GlobalLink's flexibility and breadth of integration and ability to deliver desired results, along with TransPerfect's skill at onboarding and codevelopment. However, they note that TransPerfect's rapid growth has made it top-heavy with extra bureaucracy, a "stale" user interface, higher costs, and slower development.
- **Forrester's take.** TransPerfect is a good fit for large enterprises that want to maximize global performance with a vendor that can integrate a wide range of MT and LLM engines across the organization.

Smartling

Founded in 2009 and bolstered by \$160 million of Series E funding in 2021, Smartling sells its integrated TMS and services into regulated industries and many B2B and B2C verticals. Last year, it hired a new CMO and a head of life sciences to help drive its next phase of growth.

- **Strategy.** Smartling's vision of integrated, automated translation management and services works well for high-volume localization but offers less resilience in a market deeply disrupted by AI. Its investments in localization AI, linguistic quality assurance (LQA), agents, customer onboarding and support, and managed services for shrinking localization teams track with current market needs. However, some important elements are priced as add-ons, and its roadmap, while specific, is limited in scope.
- **Capabilities.** The Smartling platform is a user-friendly, classic TMS with extensive security certifications, including the ISO 13485 quality management standard for the medical device industry. Its new LQA Suite, along with its AI Translation, AI Hub, and postediting agent, all enhance its strengths in accurate, contextual localization and transcreation. The platform provides easy access to MT and LLM engines, customizable APIs, extensive integrations, and prompt-engineering work surface. However, its reporting and financial management lag behind other vendors in this the market.
- **Customer feedback.** Reference customers extol Smartling's intuitive, fast, reliable solution and white-glove service, describing its connectors as "game changers" and valuing its many features to centralize, automate, and improve localization. They want to see Smartling accelerate the pace of development, especially for workflow management.
- **Forrester's take.** Smartling is a good fit for medium-to-large organizations that need a centralized, integrated TMS that can handle a high translation volume and meet stringent compliance and quality requirements.

View Smartling's detailed scorecard.

Lionbridge

Founded in 1996, Lionbridge is one of the 10 largest LSPs in the world. In recent years it has invested heavily in acquiring and building localization AI technology and is reinventing itself as a global content creation company.

- **Strategy.** Lionbridge is springboarding off market trends toward tech stack consolidation and AI-first workflows with its daring vision to move TMSes from their current intermediary role to one covering the entire content lifecycle in all languages, from planning to production. Its innovations and roadmap are on point, focusing on orchestration, AI and NMT optimization, multimedia, retrieval-augmented generation (RAG), and agentic AI. However, its partner network, adoption, and services will have to catch up to help clients enact such a drastic reconfiguration.

assigning resources to customize workflows based on project metadata helps customers, it also creates more dependence on services. Many of the TMS capabilities are below par, especially those pertaining to continuous localization, automation, contextual translation, and administration.

- **Customer feedback.** Customers appreciate the “super scalable,” easy-to-use, productivity-enhancing translation workflows and responsive customer service. However, they are not using Aurora AI or Content Remix and felt that Lionbridge needed to solidify AI offerings and integrations. Only one of Lionbridge’s reference customers responded to Forrester’s outreach for this evaluation.
- **Forrester’s take.** Lionbridge is a good fit for medium-to-large enterprises that want to integrate content and localization engines into a new AI-driven, global-from-the-get-go approach.

[View Lionbridge’s detailed scorecard.](#)

Centific

Founded in 2020 as a spinoff from Pactera Technology International, Centific positions itself as a frontier AI data foundry platform, seeking to help transform businesses with responsible AI. Its high-impact, AI-centric solutions have rapidly catapulted it into prominence in the localization industry.

- **Strategy.** Centific’s bold vision centers on the collapsing boundary between localization and AI, which is driving a step change in business. Its superior, AI-centric innovation aims to transform organizations to become massively multilingual and multicultural. Unlike most other vendors in this evaluation, Centific started as an AI company, giving it access to buying centers in IT, AI, and data science that other vendors struggle to reach. However, its partner network is limited, and its pricing and its support for adoption and services are unclear.
- **Capabilities.** Centific Flow sits on an array of components that power the vendor’s AI-first approach, including a data studio, RAG studio, and project workbench. Centific excels at applying public or customized LLMs to automate contextually accurate written, real-time, and audiovisual interactions. However, administrative functions like deployment, governance, and workflow orchestration must come up to par if it hopes to reach a broader audience.
- **Customer feedback.** Customers praise Centific’s innovative, high-quality solutions and attunement to customer needs. However, they have little to say about the management aspects of the TMS. Only one of Centific’s reference customers responded to Forrester’s outreach for this evaluation.
- **Forrester’s take.** Centific is a good fit for large organizations that want advanced AI solutions for complex, challenging multilingual use cases. Centific declined to participate in the full Forrester Wave evaluation process.

[View Centific’s detailed scorecard.](#)

Bureau Works

an individualistic take on the market, and it has deliberately stayed small and prioritized agility and affordability.

- **Strategy.** Bureau Works sees localization expanding into new functions and has responded with novel pricing models and flexible frameworks rather than preset integrations. Planned investments in audiovisual and transcreation will round out its content offerings, but its philosophy of adapting the roadmap to client demands and industry trends reduces predictability and transparency. Its hands-on customer service and the innovation driving its customized implementations support the maverick strategy but limit its growth potential.
- **Capabilities.** Bureau Works' TMS offers detailed workflows and financial controls that lack the visual tools of other vendors but get the job done. Its data lake facilitates custom reporting, and while it is not a leader in automation, its AI agents are innovative and practical. Contextualizing translation on the fly with RAG rather than fine-tuning LLMs helps consistency and deters hallucinations but may limit domain fluency. It has few other standout capabilities, and lacks strength in continuous localization for software and apps.
- **Customer feedback.** Bureau Works' willingness to help organizations meet aggressive goals at a reasonable price gets high marks from customers, as do its service and useful AI agents, but customers say that Bureau Works' ambition sometimes outpaces its ability to execute.
- **Forrester's take.** Bureau Works is a good option for medium-size businesses with complex workflows and organizational structures.

View Bureau Works' detailed scorecard.

Contenders

memoQ

For more than two decades, Hungarian company memoQ has operated as a collaborative translation environment and TMS for businesses and LSPs. Last year, it acquired Globalese, a German platform for training AI-powered, custom neural machine translation models.

- **Strategy.** memoQ's technically guided vision of replacing inconsistent, slow processes with a flexible, efficient automation chain presents a solution for organizations that want to improve localization workflows rather than reinvent them. It provides a range of localization methods backed by generous engineering services but lags the market in innovation. Its reliance on partnerships for core TMS functions like workflow and quality put it behind vendors that have taken a more integrated approach. Its AI investments and roadmap, while sound, have not yet caught up with the market.
- **Capabilities.** memoQ offers a solid, user-friendly TMS with capabilities in both content and development environments. In line with its focus on regulated industries, it has strong security and

the market in workflow automation, audiovisual, and reporting capabilities.

- **Customer feedback.** Customers praise memoQ's ease of implementation and use, engineering services, annual user conference, and the sense that memoQ cares about its clients. However, they feel memoQ is behind on AI and workflow automation.
- **Forrester's take.** memoQ is a good fit for medium-to-large enterprises and LSPs with mature localization that require secure, customized deployments to handle large volumes of multilingual content.

[View memoQ's detailed scorecard.](#)

Lokalise

Lokalise began as a developer-centric localization platform for software and applications and was an early innovator in continuous localization. The founders recently brought on a professional leadership team to help them commercialize and expand, which allowed them to reassign themselves to roles leading strategy and innovation.

- **Strategy.** Lokalise's vision of providing intuitive, high-quality, and affordable AI localization is in line with its strengths — and its investments in AI orchestration and custom models will help it keep pace with customer expectations. However, it lags the market overall in vision and innovation. Lokalise's roadmap, adoption, services, and pricing model are on par, but it remains to be seen whether the new leadership can extend the vendor's strengths into content-centric functions.
- **Capabilities.** Lokalise has some of the best capabilities we saw for continuous software and app localization, with superior input data cleanup, collaboration, and knowledge sharing to make a hard, complex process intuitive and simple for designers and developers. It integrates with far more development environments than any other vendor in this evaluation. However, its lack of on-par capabilities in audiovisual, adaptation, and quality management for content narrows its scope.
- **Customer feedback.** Reference customers describe Lokalise as a proactive, collaborative, technically savvy team that thinks outside the box and helps them get ahead of the curve on AI localization and automation. However, they are disappointed in the vendor's LQA features and want to see more investment in workflow and budget management.
- **Forrester's take.** Lokalise is a good fit for organizations in technology, life sciences, financial services, manufacturing, and healthcare that require streamlined, automated software and app localization.

[View Lokalise's detailed scorecard.](#)

Unbabel

enhanced by Widn.AI, its language AI solution, but the closed-shop, crowd-sourced model limits scalability and fit. Unbabel was acquired by TransPerfect on August 22, 2025.

- **Strategy.** Unbabel's position as an all-in-one translation solution has the appeal of simplicity but is intrinsically unable to keep up with market innovation. Unbabel focuses on quality and has participated in or led innovative collaborations and research in areas like responsible AI and brain-to-computer interfaces. However, for the vendor to catch up with the market, it must improve its unclear vision, strategy, and roadmap.
- **Capabilities.** Unbabel's secure LangOps platform provides access to well-trained, proprietary LLMs and a community of linguists and editors. Its visual workflows facilitate cost comparisons between methods, and its Customer Utility Analysis and Business Critical Errors frameworks keep the focus on business impact. The Zendesk integration makes multilingual customer support effortless, but most of Unbabel's capabilities lag the market, including lack of coverage for continuous localization, automation, audiovisual, and transcreation/adaptation — and lack of access to modern MT and AI engines.
- **Customer feedback.** Unbabel's customers appreciate its fast, easy implementation, intuitive analytics, responsive service, and the quality of the Tower LLMs. However, the lack of integrations necessitates extra work, and customers feel that Unbabel's vision, innovation, and roadmap are behind the market.
- **Forrester's take.** Unbabel is a good fit for medium-size enterprises with large translation volumes that want a single end-to-end localization platform with customized LLM and MT engines that provide consistency without complexity.

View Unbabel's detailed scorecard.

Vendor Offerings

Forrester evaluated the offerings listed below.

- **Bureau Works.**
- **Centific.** Centific Flow and Centific Flow Multimedia
- **LILT.**
- **Lionbridge.** Aurora AI Platform
- **Lokalise.**
- **memoQ.**
- **Phrase.** The Phrase Localization Platform

- **TransPerfect.** GlobalLink V10
- **Unbabel.**
- **XTM.** XTM Cloud 25.3

Evaluation Overview

We evaluated vendors against three categories:

- **Current offering.** Each vendor's position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering.
- **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies, including elements such as vision and innovation.
- **Customer feedback.** A halo on a vendor's marker indicates above-average customer feedback relative to the other evaluated vendors. A double halo indicates outstanding customer feedback: We consider the vendor to be a Customer Favorite. As part of this evaluation, we speak with up to three customers of each vendor. We also consider customer input from our previous research.

Vendor Inclusion Criteria

Each of the vendors we included in this assessment has:

- **Broad, enterprise-level support.** Serves the needs of enterprise customers with complex requirements and decentralized localization workflows. These requirements include the ability to scale globally, integrate and automate workflows in multiple applications, and manage large localization volumes.
- **Ability to serve a range of business users.** We only included platforms that have capabilities to serve personas beyond localization managers and experts.
- **Integrates into multiple customer workflows and applications.** Enables cross-functional use cases, including the ability to access and use a variety of LSPs, LLMs, MT engines, and translation memories.
- **Substantial revenue in the market.** Included vendors show \$10 million or more in annual revenue from the TMS over the past four quarters, as demonstrated by the Landscape.
- **Mindshare among Forrester's enterprise clients.** Forrester clients frequently mention the product as one they are considering prior to a purchase. We have heard about the product from our clients in the form of inquiries, advisories, consulting engagements, and other interactions over the past year. Other vendors mention this vendor as a competitor.

Other Notable Vendors

Forrester considers to be notable for enterprise clients in our corresponding report: The Translation Management Systems Landscape, Q2 2025.

Supplemental Material

The Forrester Wave Methodology

A Forrester Wave is a guide for buyers considering their purchasing options in a technology marketplace. To offer an equitable process for all participants, Forrester follows The Forrester Wave™ Methodology to evaluate participating vendors.

In our review, we conduct primary research to develop a list of vendors to consider for the evaluation. From that initial pool of vendors, we narrow our final list based on the inclusion criteria. We then gather details of product and strategy through a detailed questionnaire, demos and briefings, and interviews with customers (vendors may provide up to three reference customers; we also consider feedback from other customers we've spoken with). We use those inputs, along with the analyst's experience and expertise in the marketplace, to score vendors, using a relative rating system that compares each vendor against the others in the evaluation.

We include the publishing date (quarter and year) clearly in the title of each Forrester Wave report. We evaluated the vendors participating in this Forrester Wave using materials they provided to us by June 25, 2025 and did not allow additional information after that point. We encourage readers to evaluate how the market and vendor offerings change over time.

In accordance with our vendor review policy, Forrester asks vendors to review our findings prior to publishing to check for accuracy. We score vendors that met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation in accordance with our vendor participation policy and publish their positioning along with those of the participating vendors.

Centific declined to participate in the full Forrester Wave evaluation process. For vendors that are not full participants, Forrester uses primary and secondary research in its analysis. For example, we might use public information, data gathered via briefings, and independently sourced customer interviews to score the vendor. We may ask the vendor for an abbreviated briefing and/or to provide reference customers. We may also rely on estimates to score vendors.

Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with the integrity policy posted on our website.

© 2025 Forrester Research, Inc. and/or its subsidiaries. All rights reserved.