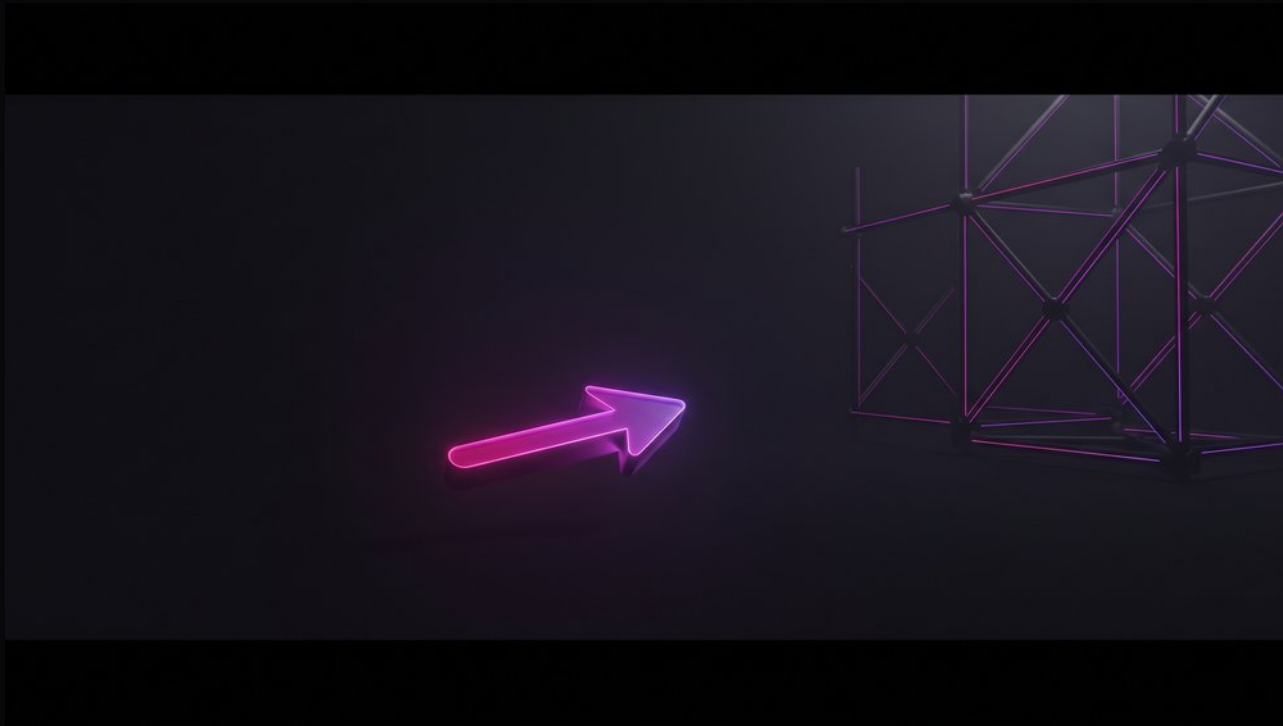
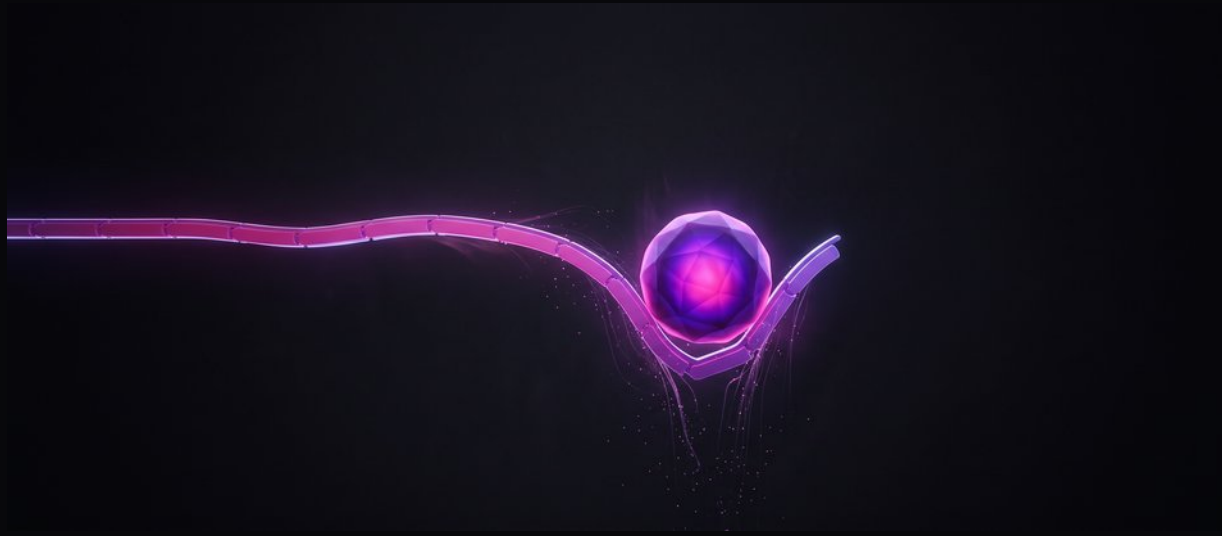




IT & SOFTWARE

The AI Localization Gap

The mandate arrives before the infrastructure does



Engineering absorbs the localization cost mid-sprint

Across enterprise software, the business commits to a new market first, and engineering finds out about the localization cost mid-sprint. A platform unification, a multi-market product launch, a simultaneous multi-region entry: these aren't ordinary resourcing gaps. The team wasn't short-staffed; the cost simply didn't exist yet when the sprint was scoped.



INDUSTRY EXAMPLE



When a reorg absorbs the localization mandate overnight

In May 2026, Walmart merged its global technology, product, design, and AI teams into a single unified structure spanning Walmart U.S., Sam's Club, and its international divisions, cutting or relocating roughly 1,000 corporate tech roles the same month. Whatever localization ownership existed inside the old structure now has to be rebuilt inside the new one, on the same timeline as everything else the reorg touches.

Source: Walmart corporate news and SEC filing, May 2026



INDUSTRY EXAMPLE



Microsoft's own product admits the gap

Microsoft's own Inside Track blog acknowledged that Microsoft 365 Copilot's internal satisfaction score in Japan trails English-speaking regions, citing frequent errors and slow responses in Japanese as a real trust problem, not a rounding error. The fix required a dedicated localization roadmap, a localization playbook built into product design, and an earlier hand-off to native-language reviewers.

Source: Microsoft Inside Track blog, May 8, 2025



BY THE NUMBERS



What the data shows

1,000

Corporate tech roles
affected

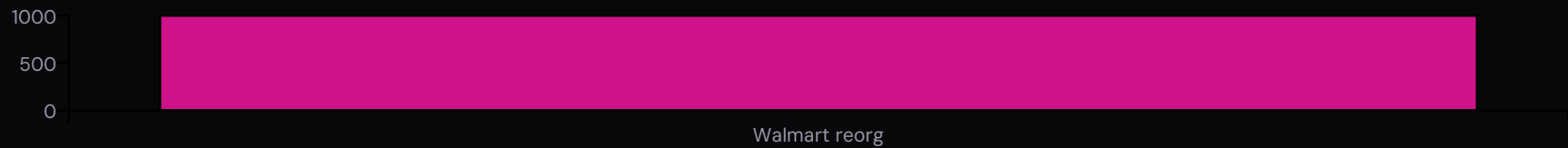
Walmart's May 2026 reorg, cut or
relocated in a single month.

4

Root causes Microsoft
named

Collaboration complexity,
response quality, linguistic
complexity, and reliability, per its
own Copilot localization review.

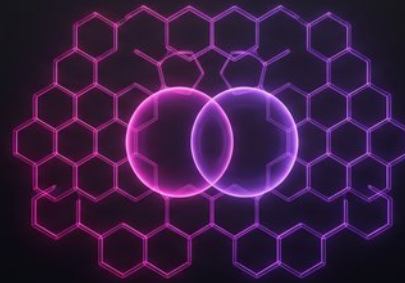
Corporate tech roles affected in one restructuring



Source: Walmart corporate news, May 2026; Microsoft Inside Track blog, May 2025



AWS AI COMPETENCY PARTNER



AWS AI Competency Partner

Based in Redmond, Washington, Centific combines AI automation with 2 million language specialists across more than 230 markets around the world. The company's Amazon Bedrock-powered translation and localization accelerator platform, Flow, delivers 30% to 70% cost reduction for enterprise multimedia localization needs. Flow provides targeted tools for specific tasks or can be combined for larger, complex localization initiatives.

Centific is an AWS AI Competency Partner, a select group of AWS Partners that have shown technical proficiency and a track record of continuing success while implementing generative AI technology powered by AWS. These partners undergo rigorous technical and commercial vetting by AWS Partner Solution Architects, producing customers a consistently high-quality experience.



Outcomes at a glance

67.05%

MQM score on Tech content

Flow's overall benchmark result, the largest content category in the dataset (50%).

+10.3pts

Lead over the next platform

Independently benchmarked against three competitor platforms.

0

Critical errors

Across 223 segments in the same benchmark study.

Centific's Tech-content quality benchmark, senior human reviewers scoring output against the MQM framework.

Tech-content MQM score, Flow vs. next-best platform



This is the exact handoff Flow is built to close: sprint-level cost estimates before the sprint starts, per-language automation visibility, and quality metrics your finance team can actually read.

[Request a demo →](#)