RECORDLY NEWSLETTER

SET THE RECORD STRAIGHT

3Q2026

AI is getting expensive. Is it paying off?

Recordly’s quarterly newsletter

🇫🇮 *Uutiskirjeen suomenkielinen (alkuperäinen) versio on saatavilla* ***täältä****.*

Investment in AI is growing faster than ever, but is it translating into concrete business value? In this newsletter, we look beyond rising AI costs to the metrics that matter and how to make the business impact of AI visible.

👋 Greetings from the founders – Kimmo

Kimmo Kantojärvi
CFO, Data Architect & Co-founder

The AI invoice has arrived

Over the past few years, organizations have invested in AI at an unprecedented pace. Now it is time to ask the question that eventually lands on every leadership team’s table: what have these investments actually achieved? The next phase of AI will not be defined by who uses AI the most or who has the most agents in production.

It will be defined by who can demonstrate how AI improves business performance, customer experience, the quality of work, or competitiveness. A good example is the AI agent solution we built for **Enfuce**, which speeds up the initial assessment of fraud disputes by up to 80% and frees experts to focus on decisions where human judgement adds the most value.

That is why the theme of this newsletter is the business value of AI. Our AI Architect **Santeri Salonen** explores why AI costs are such a hot topic right now and why tokens are only a small part of the bigger picture. Business Data Principal **Simo Rintakoski** and Data Transformation Coach **Tuomas Heroja**, meanwhile, look at how the value of AI should be measured to keep the focus on what really matters.

We hope these articles give you ideas for shifting the conversation in your own organization away from AI costs alone and towards measurable business value.

– Kimmo

🧠 Expert corner – AI token costs are rising, but are you getting business value?

Santeri Salonen,
AI Architect

AI costs are rising fast as organizations roll out more licenses, models, and agentic workflows. But cutting costs or optimizing token usage alone misses the bigger question: is that AI spending actually creating business value?
Read the **article** in which Santeri Salonen’s argue why the real challenge isn’t how much AI costs, but whether organizations can connect those costs to measurable business impact.

Read the article

🔮 Three perspectives for measuring AI’s business value

From left: **Tuomas Heroja**, Data Transformation Coach and **Simo Rintakoski**, Business Data Principal

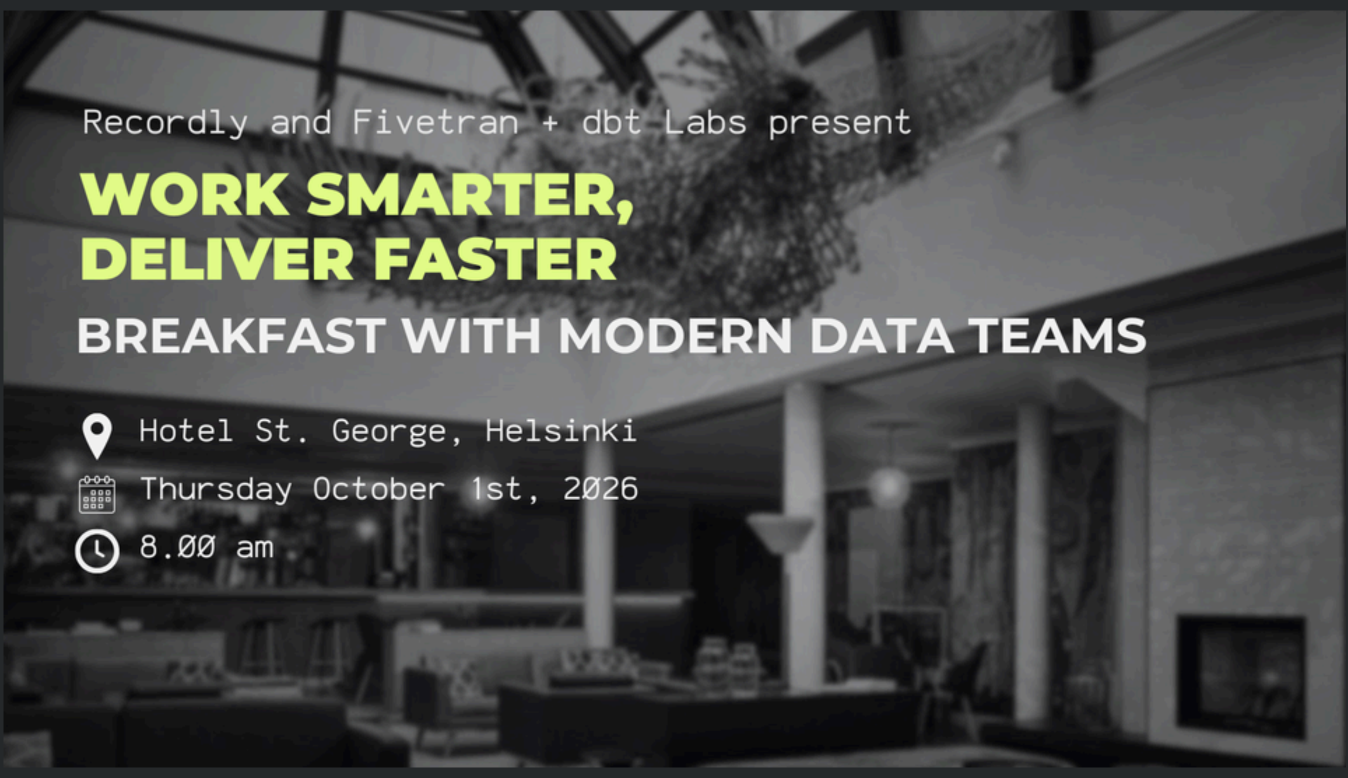
How do you know whether AI is actually creating business value?

Usage figures, license counts, and technical performance only tell part of the story.

In their **article**, Simo Rintakoski and Tuomas Heroja explore three perspectives for measuring what really matters: efficiency and agility, quality and trust, and growth and new business.

Read the article

📆 Event announcement: Work smarter, deliver faster with Fivetran + dbt Labs & Recordly



Today, modern data teams are expected to deliver more value than ever before, but without scaling the team size. The organizations that succeed are the ones that automate repetitive work, simplify data operations, and spend more time focusing on business impact.

Join Recordly, dbt Labs and Fivetran for an inspiring breakfast **event** where we'll explore how modern data teams can reduce engineering effort, accelerate analytics, and build a future-proof foundation for AI.

Register today

DO YOU KNOW WHAT YOU'RE GETTING IN RETURN FOR YOUR AI INVESTMENTS?

IF THE ANSWER IS HARD TO MEASURE, WE CAN HELP MAKE THE VALUE VISIBLE.

MAKE AI PAY OFF – CONTACT US

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