

RECORDLY NEWSLETTER

SET THE RECORD STRAIGHT

3Q2025: DATA BELONGS TO EVERYONE

Recordly's quarterly newsletter #2

Welcome to a new edition of Set the Record Straight. This time, we're exploring a question every organization should be asking: if data can improve decision-making across the whole organization, why is it still often locked away in IT?

Greetings from the founders - Katriina: The frog in the kettle

Back in the day, data started to accumulate in systems managed by IT, such as HR or finance. A lot has changed since then, but still, data matters often remain within IT due to this history.

The vision of how data will be used should be outside IT, since the back-office operating logic runs mainly on cost and security parameters, which greatly differ from the ones needed for business innovation. The value of data is unlocked when it's in the hands of people making daily business decisions, i.e. the mighty business people!



Why is it so hard to grasp data outside IT? Today's tools, from no-code dashboards to GenAI interfaces, make it easier than ever for non-technical people to explore, ask questions, and act on data. Shyness in using these tools may be another obstacle to data usage.

The largest obstacle, though, is that business people may not know the content: what data they have, and more importantly, what data they lack. Technology can lower the barrier, but the mindset needs to shift, too.

Business teams must feel empowered and responsible for data, not just "served" by tech. Additionally, system logic and architecture should be determined by business needs rather than the desire to acquire a shinier wrapping.

To get a clear picture of where you are in the data maturity transformation, you should consider the following questions:

- Where does your highest data responsibility sit: below the CFO, CIO, or as an SVP or CEO in the board of directors?
- Everybody is talking about using data and AI better, but is this a reality? Do you have a clear and implementable data strategy?
- Do you know what business data you already own?
- What competencies do you have in data-related topics?
- What are your biggest business challenges, and how far along are you in solving them with data and AI?
- How are your business processes built into your data architecture?
- How often do you speak with the data scientists and data engineers in your organization? (The right answer is daily.)

What we've seen at Recordly is that when we connect business KPIs to the possibilities of data and link business people to data assets, real value is derived, and maturity advances. Many are taking steps toward this, but as an impatient person, I think the urgency is missing.

My question is: could you imagine that the market has changed so much that you may be like a frog in the kettle; the heat of transformation in the market is rising, and disruption will follow? You hold the keys to react in time.

[Katriina Kiviluoto](#)

Expert corner

Leading with data: an interview with Business Data Principal Simo Rintakoski.

What does it really mean to lead with data, and what does it take to make it work in practice? In this in-depth interview, [Simo](#) tells us why data leadership is as much about culture as it is about technology.

From the pitfalls of treating data as "just IT's job" to the challenges of democratizing access across an organization, you'll discover what separates companies that simply collect data from those that actually use it to steer decisions.



With real-world examples from finance, lessons learned from failed projects, and practical advice on building data literacy, this interview shows how leaders can move from availability to impact. If you care about making data everyone's business, this conversation offers insights you can put into action.

[Read the full interview](#)



🍁 An autumn to look forward to

[Follow Recordly on LinkedIn](#) to get all the latest updates from us.

Autumn is full of inspiring business and tech events. Here's where you can catch us this season, we'd love to meet you in person!

Nordic Business Forum, 24-25 September 2025 - Helsinki

- Join over 7,500 business leaders from 50+ countries for two days of inspirational speakers, knowledge, and connections
- With a focus on foresight, growth, and culture, it's your chance to gain the tools to lead yourself and your company forward
- [More information here.](#)



Helsinki Data Week, 28-31 October 2025 - Helsinki

- [Helsinki Data Week](#) offers curated talks, activities, and keynotes for the Nordic Data Community, featuring speakers like Tiankai Feng
- On Friday 31 October, Snowflake hosts [The Snowflake Experience](#). Our CTO [Mikko Sulonen](#) will speak at 14:00 on Beyond AI Code Generation: Agentic Development Workflows in Data Engineering. He'll show how Model Context Protocol (MCP) and agentic workflows help data teams move faster, deliver higher quality, and focus on the most valuable work, shaping the future role of the 'always-on' data engineer
- The Snowflake Experience has tailored tracks for both business and tech professionals; Mikko's talk fits both
- [More information here.](#)



Halloween Afterwork Event @ Recordly, 5 November 2025 - Helsinki

- To celebrate Halloween in an afterwork setting, we're inviting you to come play an escape room -style live game 'Uncanny Valley: Prompting for Freedom' at our Helsinki office
- Players are divided into teams and solve a number of tasks to find the answer to the data mystery. The game time is approx. 60 minutes. Welcome to stay for pizza and drinks afterwards
- [Watch the trailer and register here.](#)



AI Gala, 17 November 2025 - Turku

- Annual celebration that brings together the leading figures of Finland's AI community to honor national achievements in the field
- [More information here.](#)

