

RECORDLY NEWSLETTER

SET THE RECORD STRAIGHT

4Q2025

MAKE YOUR DATA WORK FOR YOU IN 2026

Recordly’s quarterly newsletter #3

Welcome to a new edition of Set the Record Straight. This time, we’re looking into how we can get even more efficient with our data operations in 2026 and really make the data work for YOU, not the other way around.



Greetings from the founders

- Roope

As the year 2025 nears to a close, we are delighted to have an increasing amount of discussions with our customers about helping them with their data, as investments in intelligent stuff are back on the table. However, we keep observing that many data projects are kicked off, but many of them are still struggling to turn all that hard work into real, measurable results. The difference between “doing data” and being data-driven is what defines who’s really making an impact.



Roope Parviainen,
Data Architect & Co-founder

Our master data expert **Aino Vaittinen** dives into this topic in her latest blog, asking a simple yet uncomfortable question: What does your data do to you? It’s a perfect reminder that before organizations can scale AI, they must first fix and be able to trust their foundations.

That’s also why we built the packaged service **Data to AI Roadmap** (available on the **Recordly Store**), a guided path to turn your data ambition into concrete business impact. We all know that succeeding with AI isn’t about technology alone — it’s about people and processes, too. Yet, it’s almost too easy to start with a new flashy tool and get lost in the tech jungle. Less easy is having every member of your band play in the same rhythm. We’ve been doing it, we’ve seen the best do it too, but lots remains to be done.

That being said, our mission remains more relevant than before: helping people and data co-operate. As we step into 2026, the challenge for every leader is no longer if they’ll use AI, but how to really make it count. We’ve seen parts of the processes being supercharged with GenAI. Is 2026 the year we start seeing whole company processes taken over by AI?

Let’s make 2026 the year your data truly works for you.

- Roope



Expert corner

Yes you do data, but what does your data do to you?

Article by master data expert Aino Vaittinen

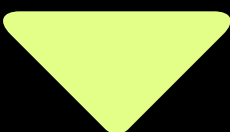
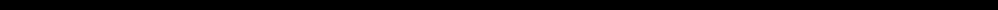
Most organizations today are doing data; collecting, storing, and analyzing it, but few stop to ask what their data is really doing to them. Poor-quality data quietly erodes trust, wastes resources, and undermines every AI or analytics initiative built on top of it.

In this **article**, Aino Vaittinen explains why up to 80% of your customer data potentially could be unusable, how that affects your business decisions, and what **practical steps** you can take to fix and **prevent** data quality issues for good.



Aino Vaittinen,
Data Management
Consultant

[Read the full article](#)



🧠 Top 3 AI trends in 2026 and beyond

Our Chief Customer Success Officer **Janeka Jalonen Giersberg** studied the biggest trends in AI right now at the **AI Summit** in Turku last week, and collected the top trends shaping the AI landscape in 2026 and beyond.



Janeka Jalonen Giersberg,
Chief Customer Success Officer

TALENT

- Access to world-class AI talent is now a key competitive differentiator for organizations across Europe
- As many are still at the “doing data” stage rather than “using data to lead”, the need for talent is critical in data engineering, governance, and change leadership
- Domain experts, operational managers and business leaders need to be fluent in AI-enabled ways of working
- Building domestic AI talent ecosystems is critical for Finland to avoid dependence on external tech hubs.

SECURITY

- The security, trustworthiness and resilience of AI systems become non-negotiable; from protecting models and data to ensuring compliance and transparency
- AI systems introduce new attack surfaces (data poisoning, model theft, bias exploitation) and hence, security must be built in from day one
- Security is, besides technical defense, also about process design, accountability definition, and ethical risk management.

ECOSYSTEMS

- AI Summit’s host city, Turku, was pitched as building toward being the AI capital of Finland, strengthening its regional innovation ecosystem
- Your roadmap to AI maturity won’t be fully internal. External innovation, network effects, shared platforms, and joint ventures also play an important role
- Platforms, open data, standardization and infrastructure are key enablers of effective ecosystems.

RESEARCH AND COLLABORATION WITH COMPANIES

- Top academic institutions, research labs and companies need closer collaboration to translate AI breakthroughs into business value
- Europe’s competitive advantage likely stems from combining strong research base with industrial application
- AI research programs should embed business, societal and governance perspectives early, so collaboration covers both innovation and sustainability.

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