

# RECORDLY NEWSLETTER

## SET THE RECORD STRAIGHT

### 1Q2026

#### GET YOUR DATA OPERATIONS TO DELIVER BUSINESS VALUE

#### Recordly's quarterly newsletter

🇺🇸 *Uutiskirjeen suomenkielinen (alkuperäinen) versio on saatavilla täältä.*

As expectations for data and AI investments continue to rise, one of the biggest challenges is how data work is organized to deliver business value.

What would you like to read about in an upcoming newsletter?  
[Let us know your wishes here!](#)

#### 👋 Greetings from the founders - Rauno

The beginning of the year is often a moment for organizations to pause and look ahead. It's not just about revisiting budgets or strategic plans, but about a more fundamental question: where do we really want to invest our limited time, attention, and energy in the year that has just begun?

Expectations placed on data and analytics continue to rise. Organizations are expected to deliver speed, quality, cost efficiency, and reliability, all at the same time.



**[Rauno Paukkeri](#)**  
COO & Co-founder

On top of that, many teams are under pressure to do more while the team shrinks. At the same time, AI fatigue is becoming increasingly common. There is plenty of talk and experimentation, but the tangible, day-to-day business impact often remains unclear.

At Recordly, we don't believe the question is whether the human role in data work will disappear. It won't. What will change is how that role is defined. The most significant shift is in where experts focus their time and attention. In practice, we already see data and analytics work becoming less about manual execution, repetitive iteration, and constant firefighting. Instead, now and in the future, more time is spent on what truly creates value:

- Deeply understanding business questions
- Defining the right problems before building solutions
- Evaluating outcomes, validating results, and ensuring trust.

When routine work and firefighting decrease, the result is not empty space, but room for better questions, more ambitious goals, and more impactful solutions.

The theme of this newsletter is maximizing the operational value of data. In our expert corner, CTO **[Mikko Sulonen](#)** explores how agentic data development connects to this shift in practice: how data teams can move their focus from execution to impact, and what this requires from both technology and people. The same theme continues at our upcoming **[dbt Labs x Recordly breakfast event on March 3, 2026](#)**. You're warmly welcome to join us; **[you can register here](#)**.

2026 will not be the year when AI does everything for us. It will be the year when the best teams and organizations use technology to free people to focus on the work where human insight matters the most.

#### 🧠 Expert corner

##### Agentic data development

Mikko Sulonen has spent years working hands-on with modern data platforms and large-scale transformations across industries.

In this **[interview](#)**, he explains what agentic data development means and how it may change the way data teams work and collaborate with business leaders.



**[Mikko Sulonen](#)**  
CTO & Data Architect

[Read the interview](#)



## 🧠 Top 3 tips to succeed in data work in 2026

Senior ML Engineer **Jenni Keskinen** outlines three key factors that successful data work will be built on in 2026.



**Jenni Keskinen**  
Senior ML Engineer

### 1. Build teams where different skills complement each other

A successful data team is not made up of a single profile. It requires technical expertise, mathematical and statistical understanding, strong data skills, and business-oriented thinking.

These capabilities need to be in constant dialogue. The best results come from teams where these perspectives are integrated; not necessarily from having separate teams operating in isolation from the business.

### 2. Soft skills matter just as much as technical ones

Technical expertise alone is not enough. Succeeding in data work requires the ability to:

- Communicate with business stakeholders and end users
- Design solutions that are user-friendly
- Explain complex topics clearly without unnecessary technical jargon.

Data teams get far more value when they can speak the same language as the business instead of guessing what the business might need. A deep understanding for one another is built through interaction.

### 3. Measure value, trust, and transparency in AI/ML projects

In AI and ML initiatives, success should be evaluated through questions such as:

- What business value does this solution create?
- How well can the correctness and performance of the solution be measured and monitored?
- How transparent is the solution to different stakeholders?

Trust is built through transparency. Rather than hiding how, for example, a prediction model is built, teams should be able to explain where the numbers come from, how reliable they are, and how often the solution delivers accurate results. The AI itself can also help answer these questions.

When end users understand the foundations of a solution and see clear, shared metrics (such as KPIs), trust grows, and only then are people confident enough to base decisions on data and AI-driven insights.



**Aren't your data operations supporting your business goals?**  
**Let's fix it - Contact us**



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