

# RECORDLY NEWSLETTER

## SET THE RECORD STRAIGHT

### 2Q2025: AI TRANSFORMATION

#### Recordly's quarterly newsletter #1

 You can also listen to the newsletter [here](#) (speech 100% generated by AI).

Welcome to the first-ever edition of Set the Record Straight, Recordly's quarterly newsletter. We're kicking things off with a theme that's shaping the future of work and leadership everywhere: AI transformation. But instead of jumping on the hype train, we're asking bolder questions. Are we really ready for meaningful change or just ticking boxes? In this issue, we explore what it takes to lead, build, and adapt in the age of AI, and why human-centered transformation is more critical than ever.

#### Greetings from the founders - Tuomas

How will you lead the change?

Welcome to the most thrilling time in technical adoption in recent years. AI transformation is here. Are we truly ready to transform with it and do we know how?

At Recordly, we've been talking a lot about what meaningful AI transformation looks like. Not just tool adoption for the sake of checking a box, not just glorified intranet posts with vague AI programs, but deep, strategic change that impacts how we lead, how we work, and how we create value together.

Over the past months, we've for example helped a traditional organization [create an AI agent to support sevrvice engineers](#), collaborated with [Veikkaus at our 20th hackathon](#) on next-gen agent architectures, and joined the national dialogue around AI with AI Finland and Business Finland's [Finnish AI Landscape 2025](#) where Recordly was proudly listed as a recommended AI service provider.

What do all these milestones have in common? They weren't driven by hype. They were driven by a purpose and the opportunity to make the transformation tangible.

The real opportunity in AI isn't about being the first. Or the biggest in your field. It's about being open to it; culturally, technically, and strategically. When it comes to the opening question, I really feel we aren't ready to transform because we don't yet understand how it will all play out. But we should be prepared to adapt. And that's where leading the change becomes business-critical. As our CEO Katriina put it in her blog: [don't invest in AI before you've done the groundwork](#). And don't wait for when AI will be perfect, it will never be. Do the groundwork and be ready. Then move boldly.

– [Tuomas Melin](#)

#### What's happening in the AI scene?

Our AI CTO [Rasmus Toivanen](#) collected the top three big trends in the AI domain happening right now.

##### #1 Multimodality revolutionizes video-based AI applications

- Easier to implement methods that involve video monitoring for cases like theft detection and production facility monitoring
- Can integrate multiple modalities like text, image, audio, and video for richer analysis
- Drives innovation in security and industrial automation.

##### #2 Autonomous AI agents gain traction

- Handle complex workflows independently. Various tools and protocols forming (Agent-to-Agent, MCP)
- Deployed in customer service, logistics, workflow automation in general
- Start small, keep tasks simple and then scale.

##### #3 Advanced reasoning and specialized models emerge

- New models like OpenAI's o1 and Google's Gemini 2.5 achieve human-level or superhuman reasoning in complex domains such as law, science, and coding
- These models use step-by-step, chain-of-thought processes, improving accuracy and explainability in decision-making
- Enhanced reasoning enables AI to tackle nuanced real-world problems, support autonomous systems, and offer deeper insights for business and research.

#### Expert corner

##### Change management in the AI era: an interview with data transformation coach Tuomas Heroja

What does it take to lead meaningful change in the age of AI? In this thought-provoking interview, Tuomas Heroja explains why AI transformations so often miss the mark and what makes them truly succeed. From busting common myths to embracing human-centered change, Tuomas shares his perspective on motivation, trust, and the kind of leadership we need when technology moves faster than culture. If you're working at the intersection of people, progress, and AI, this is a must-read that offers both clarity and inspiration.

[Read the full interview](#)

