

BMW Group

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BMW i Ventures Leads \$10 Million Series A Round in Qualytics to Meet Surging Demand for Automated Data Quality

Mountain View, CA – June 23, 2025... BMW i Ventures announced today a lead investment in [Qualytics](#), an enterprise platform for automated data quality. The \$10M oversubscribed Series A funding round also included new investors Conductive Ventures and The Hill Fund by Firebrand Ventures, alongside existing investors Tech Square Ventures, Knoll Ventures, Inner Loop Capital, SaaS Venture Capital, and Rich Family Ventures.

As enterprises rapidly expand their data-driven operations and AI initiatives, the need for trustworthy data is critical. Founded by data veterans Gorkem Sevinc and Eric Simmerman, Qualytics empowers teams to proactively manage data quality with automated anomaly detection, intelligent rule generation, and no-code workflows — all through a platform built for collaboration between business and technical users. The investment comes at a time when [Gartner](#) predicts that 70% of organizations will adopt modern data quality tools by 2027.

“At its core, Qualytics solves a problem every data-driven organization thinks it’s managing, until the costs of bad data hit,” said Baris Guzel, Partner at BMW i Ventures. “The dirty secret in today’s AI arms race is that most models are trained on unreliable inputs. Garbage in, garbage out. Qualytics flips that on its head. They bring continuous, automated data quality monitoring to the production layer and that’s a foundational shift. We’ve seen this movie before: cloud migration, observability, DevOps. The winners are the ones who instrument complexity without slowing velocity. Qualytics does just that for data quality. The team is technical, focused, and early in a massive wave. We’re thrilled to back them.”

In a major milestone, Qualytics recently signed one of the top three U.S. financial institutions, reinforcing its position as the trusted data quality platform for large, data-driven enterprises. The company’s rapid growth reflects demand for a platform that works seamlessly across cloud-native and

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legacy environments, integrating with tools like Databricks, Snowflake, SQL Server, Oracle, and data catalogs such as Atlan and Alation.

Data operationalization has exposed two urgent challenges: ensuring reliable data to fuel AI and analytics, and democratizing governance across organizations. Qualytics addresses both by delivering a deeply automated, intelligent platform that profiles data to support deep learning at scale, automatically infers and evolves quality rules, and streamlines remediation — all with minimal setup and maximum usability across teams. Where legacy solutions depend on complex rule-writing and siloed ownership, Qualytics replaces friction with automation — enabling technical and business teams to co-own data quality at scale, and delivering the enterprise-grade resilience needed to mitigate costly breakdowns that cost organizations an average of [\\$12.9M annually](#).

To support accelerating demand, Qualytics is scaling its team across product and go-to-market functions, including engineering, product management, customer success, and sales. This growth will enable the company to expand platform capabilities, onboard new customers faster, and deepen support for existing users.

“We’re excited to partner with BMW i Ventures and other investors to scale Qualytics,” said Gorkem Sevinc, Co-Founder and CEO. “Working closely with large enterprises has shaped our product into one that’s scalable, flexible, and built for collaboration. Eric and I built the platform we always wanted in our own careers, one that puts automation and usability at the heart of data quality management. With this new investment and our strong revenue growth, we’re more confident than ever that Qualytics is delivering what modern data practitioners truly need to manage data quality at scale.”

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About BMW i Ventures.

BMW i Ventures is the independent venture capital firm of BMW Group. From offices in Silicon Valley and Munich, BMW i Ventures invests in early to growth-stage companies defining the future of automotive, sustainability, manufacturing, and supply chain. Since starting in 2011, the firm has \$800M under management and has invested in over 75 startups, including Bcomp, Boston Metal, CelLink, ChargePoint, GaN Systems, Motorway, Tekion, and Xometry. For more information: <https://www.bmwiventures.com>.

About Qualytics.

Data quality remains a top concern for data teams—and as enterprises scale their data efforts, ensuring accuracy, consistency, and trust in data becomes increasingly complex. The rise of AI-driven insights, coupled with the risk of hallucinations, has made data quality and governance more critical than ever. Without a proactive approach, poor data quality can lead to flawed insights, compliance risks, and costly business mistakes.

Qualytics enables enterprises to manage data quality (DQ) at scale with AI-driven automation and seamless collaboration. Our intelligent platform automatically generates and maintains data quality rules, bridging the gap between business and data teams to ensure data integrity across the organization. For more information about Qualytics, please visit <https://qualytics.ai>.

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