runa

CUSTOMER PROFILE

3 Hunters

Location:	MX
Employees	205 employees
Industry:	HR
Customer since:	July 2018
Website:	3-hunters.com

See profile

About 3 hunters

3Hunters is a Mexican firm specialized in headhunting, candidate assessment, human resources consulting, and, more recently, payroll administration. Since its beginnings, the company has been characterized by a very clear vision: offering practical and accessible solutions that stay closely aligned with each client's business objectives. Rather than focusing on isolated services, 3Hunters has always looked to position itself as a strategic partner capable of understanding the reality of every organization and generating real value throughout different stages of growth.

Over the years, the firm has worked with companies from different industries and sizes, supporting them in strategic talent acquisition, profile evaluations, and the optimization of people management practices. This consultative approach has allowed 3Hunters to build long term relationships based on trust, close collaboration, and measurable results, something that becomes increasingly important as companies grow and operations become more demanding. Today, 3Hunters is going through an important stage in its expansion process. The company is preparing to open its second office, this time in Argentina, consolidating its regional growth strategy and taking its operating model into new markets. This expansion represents much more than geographic growth.











What challenges did they have in payroll management before Runa?

Before having a specialized platform, payroll management was one of the most operationally demanding processes for the team. Most payroll operations for different clients were handled through Excel spreadsheets, relying on multiple files, formulas, validations, and manual reviews that consumed a significant amount of time every payroll cycle. Each payment period required reviewing information line by line, cross checking calculations, validating incidents, and making sure everything matched correctly before authorizing any payment. It was a repetitive and highly manual process that worked in the early stages, but became increasingly difficult to sustain as more clients requested payroll administration services.

Every payroll disbursement required several layers of validation to minimize mistakes, yet the risk was always there. A single incorrectly entered number, an outdated file, or a modified formula could directly impact employee payments and, consequently, client trust. As Pedro Brarda explains, “Managing payroll for several clients manually took up our time and made it very difficult to scale without affecting the quality of our service.” And that became the real turning point. The operation itself was no longer the issue.

> **More and more clients were asking us to manage their payroll as well, but doing it manually was complicated, slow, and difficult to scale for a small team like ours.**
>
> *- Pedro Brarda, partner at the firm*

How has Runa impacted their daily operation?

The implementation of Runa represented a complete operational transformation for 3Hunters. The company was able to centralize all payroll administration processes into a single platform, eliminating much of the operational fragmentation that previously existed. This allowed them to fully automate a large part of the service and significantly simplify processes that previously required constant manual intervention. Today, payroll disbursements under different payment schemes can be executed in minutes, with full traceability and aligned with current labor and tax regulations. In Pedro Brarda’s words, “Runa allowed us to leave Excel and manual processes behind, giving us the peace of mind to manage more clients without overwhelming the team.” The operational improvement became noticeable very quickly. Errors were reduced, response times improved, and the team was able to stop dedicating so much energy to repetitive administrative work. That freed operational capacity allowed the company to focus on more strategic priorities, including expanding into new markets, strengthening client relationships, and continuing to build additional value added services.

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Why did they decide to implement Runa?

The decision to implement Runa was not impulsive or based only on technology. It was a strategic response to a very clear growth challenge that the company was already experiencing internally. 3Hunters needed a platform capable of supporting expansion without increasing operational complexity or requiring a proportional increase in internal headcount. At the same time, they needed certainty that payroll processes were aligned with labor and tax regulations, especially while managing multiple client operations simultaneously.

Runa represented exactly that combination. The platform allowed them to automate critical processes, reduce dependence on manual tasks, centralize operations, and eliminate the operational fragmentation generated by multiple files and repetitive reviews. The possibility of standardizing workflows, minimizing errors, and accelerating payroll disbursements became one of the main reasons behind the decision. It was no longer only about saving time. It was about operating with greater visibility, control, and operational confidence.

Another key factor was legal and operational support. In an environment where labor regulations constantly evolve and every client may have different operational needs, having a platform aligned with current compliance requirements became essential. This reduced risks internally and also strengthened the trust that 3Hunters could offer its own clients.
At the same time, the value went beyond software functionality. 3Hunters found in Runa a true operational partner capable of supporting the transformation of the way payroll was managed internally. The support during implementation, the guidance to optimize workflows, and the close follow up when resolving questions became an important differentiator throughout the adoption process.

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4.9/5.0
★★★★★
CAPTERRA
See reviews

4.9/5.0
★★★★★
SOFTWARE ADVICE
See reviews

4.9/5.0
★★★★★
G2
See reviews

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