



Location: MX

Employees: 70 employees

Industry: Advertising

Customer since: September 2029

Website: mexicobusiness.mx

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About Mexico business

Mexico Business is a B2B group that operates at the intersection of media, events, business intelligence, and technology, positioning itself as a key player in the generation of strategic content for Mexico's business ecosystem. Through a robust portfolio that includes digital platforms, print publications, conferences, and networking spaces, the company connects business leaders, decision makers, and political figures around the country's most relevant industries. Its value proposition lies in its ability to generate high level information, facilitate strategic conversations, and build bridges between different sectors, contributing to business development and informed decision making. This operational dynamism, combined with the management of multiple legal entities, requires highly organized and reliable internal processes capable of adapting to the complexity of its structure. Administrative efficiency is not only important for the company.

What challenges were they facing with payroll management?

Before implementing Runa, Mexico Business depended on a third party for payroll calculation, administration, and updates. This created a significant loss of control over one of the company's most critical operational processes.



Any adjustment, salary modification, employee registration, termination, or payroll update required external intervention, creating delays and limiting the team's ability to react quickly. Managing three legal entities simultaneously made the challenge even greater. The lack of direct visibility into payroll information reduced agility and complicated decision making. In addition, dependence on an external provider increased the indirect administrative workload and created operational friction across multiple processes. The company also lacked direct control over payment disbursements and other key payroll movements, generating a level of dependence that no longer matched the pace of growth and complexity of the business. The need for a more transparent, agile, and internally managed solution became increasingly clear as the company continued to expand.

“Today, we have the ability to manage everything internally, with the support of the support team whenever we need it.

- Jeroen Posma, CEO of México Business

In what areas has Runa helped them?

With the implementation of Runa, Mexico Business regained full control of its payroll operation by centralizing all personnel administration processes in a single platform. Payroll calculations, employee registrations, terminations, severance payments, and payment disbursements can now be managed internally without relying on external providers. Direct access to information and the ability to make changes in real time have significantly improved operational efficiency. The team can respond faster, maintain better visibility, and manage multiple legal entities with greater accuracy and consistency. This combination of autonomy and expert guidance has strengthened confidence across the organization while reducing operational friction. Centralization has also helped create a more organized and predictable workflow, allowing the team to focus on strategic priorities rather than administrative bottlenecks.

“Regaining control of payroll completely transformed our operation; today, we manage everything internally with much greater clarity, speed, and confidence.

- Jeroen Posma, CEO of México Business

Why did they choose Runa?

The decision to choose Runa was driven by the need for a platform that combined functionality, flexibility, and personalized support. For Mexico Business, it was essential to regain control of payroll without sacrificing access to expert assistance when needed. One of the factors they value most is the responsiveness of the Runa team and their willingness to adapt the platform to the company's evolving needs. This close partnership, combined with the platform's technological capabilities, made Runa a natural fit for an organization operating with multiple legal entities and a complex internal structure. Rather than simply solving payroll administration challenges, Runa became a strategic ally that supports the company's growth through scalable and reliable processes.



See public reviews on Runa

4.9/5.0



CAPTERRA

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4.9/5.0



SOFTWARE ADVICE

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G2

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