runa

CUSTOMER PROFILE

Location:	MX
Employees	85 employees
Industry:	Advertising
Customer since:	November 2020
Website:	https://cajanauta.com/

See profile

About Cajanauta

Cajanauta.com has become a strategic growth partner for brands looking to expand their presence in the digital marketplace. The company supports businesses throughout every stage of their growth journey, from commercial strategy development to operational execution across digital channels and marketplaces. Its services include multichannel strategies, international expansion, e-commerce operations, digital marketing, and sales optimization, helping brands not only establish their presence online but also scale sustainably in increasingly competitive markets. As the business grew, Cajanauta.com developed a strong ability to adapt to different industries and client needs, working closely with companies seeking to professionalize their digital operations and improve efficiency.

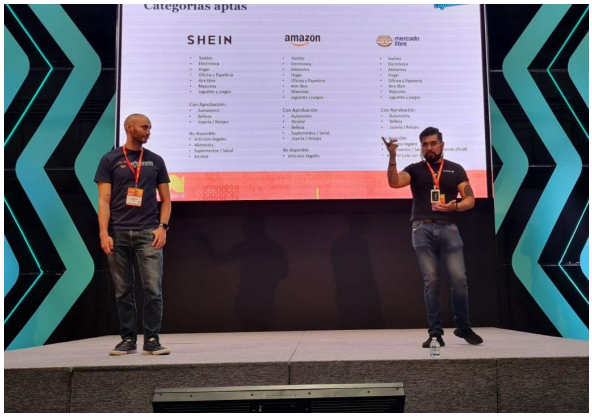
This customer-centric approach allowed the company to gain deep expertise in the challenges of e-commerce while building scalable systems designed to support long-term growth. Internally, Cajanauta.com maintained a flexible and results-driven culture that allowed the organization to grow without sacrificing agility.











As the team expanded, however, it became increasingly important to strengthen internal processes and create more structure around people operations. Payroll and Human Resources administration became a key area where greater organization and visibility were needed to support continued growth.

> **There came a point when doing everything manually was no longer viable. We needed a tool that would help us professionalize the area without adding complexity.**
>
> *- Lizeth Ríos, HR manager*

What challenges did they face when managing payroll and Human Resources processes?

In its early stages, Cajanauta.com managed payroll and Human Resources processes manually. Payroll calculations, employee payments, taxes, vacation tracking, and personnel records were handled through spreadsheets and non-specialized tools. While this approach worked for a small team, it became increasingly difficult to sustain as the company grew. Each payroll cycle required significant manual effort, increasing the risk of errors and consuming valuable administrative time. Information was scattered across multiple files and systems, making it difficult to access employee data, track vacation balances, and maintain accurate records.

The lack of centralized information also created operational friction. Routine administrative tasks required additional follow-up, and the Human Resources team spent more time managing processes than focusing on strategic initiatives.

> **Runa gave us structure and clarity in an area that had never been fully formalized. Today, our Human Resources processes are much simpler, more organized, and easier to manage.**
>
> *- Lizeth Ríos, HR manager*

How has Runa impacted their Human Resources operation?

The implementation of Runa transformed the way Cajanauta.com manages payroll and Human Resources. Payroll automation eliminated many of the manual tasks that previously consumed time during every payroll cycle. Calculations became more reliable, payment processing became more efficient, and the team gained greater confidence in the accuracy of each payroll run. Centralizing information also became one of the most valuable improvements. Employee records, payroll history, vacation balances, and documentation are now available within a single platform, providing visibility and control that previously did not exist. Processes that were once informal or difficult to manage became structured and standardized. Vacation requests, document management, employee updates, and payroll administration can now be handled efficiently without relying on multiple systems or manual tracking.

Why did Cajanauta.com choose Runa?

One of the main reasons Cajanauta.com selected Runa was the need for a platform that could do more than process payroll. The company wanted a solution that would bring structure, visibility, and operational control to its entire Human Resources function. Centralizing employee information was a major priority. As the organization continued to grow, managing data across multiple spreadsheets and disconnected systems became increasingly inefficient. Runa offered a single source of truth where all employee information could be maintained accurately and securely.

Ease of use was another important factor. The team wanted a platform that employees and administrators could adopt quickly without requiring extensive training. The intuitive interface made implementation straightforward and encouraged employee self-service, reducing the administrative burden on the Human Resources team. Scalability also played a key role in the decision. Cajanauta.com needed a solution capable of growing alongside the business while maintaining visibility and control as the organization expanded.

Features such as payroll automation, vacation management, employee documentation, and centralized records provided the foundation they needed to support long-term growth. Ultimately, the combination of functionality, operational efficiency, and user experience made Runa the right fit. More than simply solving payroll challenges, the platform helped Cajanauta.com build a stronger Human Resources operation and create the organizational structure necessary to continue growing with confidence.

See public reviews on Runa

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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