runa

CUSTOMER PROFILE

Business Development Unity

Location:	MX
Employees	420 employees
Industry:	Consulting
Customer since:	February 2019
Website:	www.bdunity.com

See profile

About Business Development Unity

Business Development Unity has built its value proposition around a combination that is not very common to find executed this well: technical depth, strategic vision, and real adoption of technology across its operation. It is not only about having expertise in accounting, finance, tax, and internal control, but about integrating all these areas in a way that allows the company to deliver complete and practical solutions aligned with what businesses actually need today. Its team understands that their role goes far beyond execution. Instead of simply operating administrative processes, they get deeply involved in each client's reality, reviewing workflows, identifying inefficiencies, and helping companies create more organized and sustainable structures. That consultative approach has become one of the foundations of the business and part of what differentiates them in a highly competitive market.

What challenges were they facing with payroll?

The biggest challenge was not a lack of technical knowledge, but the way payroll processes were being managed operationally. Payroll calculations, attendance tracking, and employee updates were handled manually through multiple spreadsheets and disconnected files, mostly in Excel, without a centralized structure connecting everything together.











This created a fragmented operation with many possible points of failure and a constant dependence on manual reviews. Every payroll cycle required excessive validation work to ensure calculations were correct, which increased operational pressure on the team. Precision was essential, but the process itself made achieving that precision increasingly difficult. As Jorge Zavala explains, “working with manual calculations forced us to review everything several times, and even then, there was always a risk of making mistakes.” Over time, this dynamic became unsustainable because too much time was being invested in correcting or validating operational details instead of focusing on higher value activities for the business. Processes such as Christmas bonuses, payroll adjustments, attendance management, and severance calculations became especially burdensome.

> **Working with manual calculations forced us to review everything several times, and even then, there was always a risk of making mistakes**
>
> *- Jorge Zavala, Commercial Director*

In what areas has Runa helped them?

The transformation began with automation. After implementing Runa, México Business completely restructured the way payroll and attendance processes were managed internally, replacing reactive manual workflows with a much more organized and predictable operation. One of the most important improvements came from attendance tracking. Previously, attendance management created constant friction because information was captured manually and inconsistencies were common. With the implementation of geolocation and facial recognition tools, the process became significantly more reliable and transparent. “Attendance tracking through geolocation and facial recognition solved one of the main points of friction we had,” says Jorge Zavala. Centralization also created a major operational improvement. By consolidating payroll, employee information, incidents, and reporting into a single platform, the team gained full visibility across the operation. Instead of depending on external tools or disconnected spreadsheets, they can now manage payroll adjustments, reports, and operational processes from one place with much greater control and speed. The IMSS module also simplified administrative processes that previously required significant manual effort. Registrations, terminations, and employee modifications became much easier to manage without needing to constantly interact with external systems or platforms. This reduced operational burden considerably and allowed the team to work more efficiently without sacrificing accuracy.

> **Runa allowed us to leave behind manual processes that took away time and certainty, and gave us a much more organized, reliable, and scalable operation.**
>
> *- Jorge Zavala, Commercial Director*

Why did they choose Runa?

The decision to choose Runa was not based only on technology. México Business was looking for a solution that combined functionality with close human support capable of understanding the complexity of their operation and responding quickly when needed. “We chose Runa not only because of the platform, but because of the human support that accompanies us. Every question, adjustment, or modification is addressed immediately,” explains Zavala. That level of responsiveness became a key differentiator compared to other alternatives that felt much more rigid or impersonal.

Another important factor was flexibility. Features such as the ability to process STP payments at any time, including weekends, along with customized reporting capabilities, gave the company a level of operational control that previously did not exist. Instead of adapting their workflows to a rigid system, they found a platform capable of adapting to their own operational needs. Today, México Business operates with much greater clarity, agility, and confidence. The company has reduced operational friction, improved visibility across processes, and built a more scalable administrative structure capable of supporting future growth. In a consulting environment where trust and precision are fundamental, that operational transformation quickly became not only an internal improvement, but also a competitive advantage for the business.

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

runa

The people platform for Latin America.
www.runahr.com