



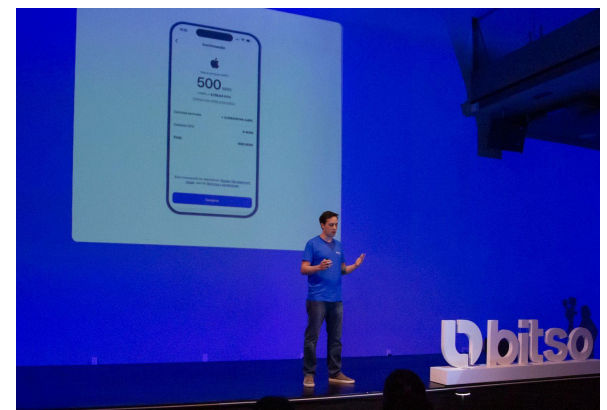
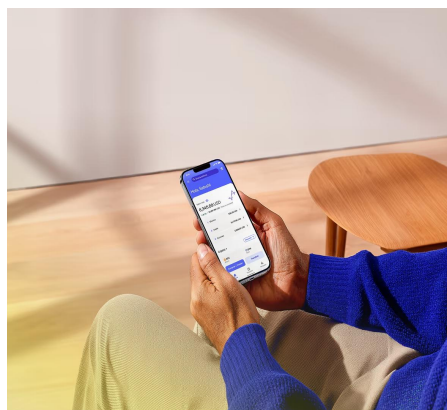
Location: MX, BR
Employees 166 employees
Industry: Finance
Customer since: October 2018
Website: <https://bitso.com/>

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About Bitso

Bitso is one of the most recognized fintech companies in Latin America and a pioneer in the cryptocurrency industry. The company has built a platform that allows millions of users to buy, sell, store, and use digital assets through a simple, secure, and accessible experience. Over the years, Bitso has expanded its offering beyond cryptocurrency transactions to include international transfers, payments, and financial services designed to give people greater control over their money. As the company grew, it became one of the first organizations in the sector to operate within a formal regulatory framework, reinforcing its commitment to transparency, compliance, and trust.

This growth has been driven by a highly talented team working across multiple disciplines, from technology and product development to operations and finance. In an environment defined by innovation, speed, and constant evolution, internal processes must operate with the same level of reliability and precision as the products offered to customers. For Bitso, building a modern financial future also meant creating strong internal foundations capable of supporting sustainable growth.



What were the main challenges in payroll management?

When Bitso began working with Runa, the company was experiencing rapid growth and faced an important operational challenge. At the time, it did not have an internal team dedicated exclusively to payroll administration, while fully outsourcing the process represented a significant cost for the business. Beyond the financial aspect, payroll itself was highly complex. Understanding calculations, legal obligations, tax requirements, and payment structures required specialized knowledge and constant attention.

The team wanted to avoid mistakes that could negatively impact employees and create unnecessary operational risks. As Barbara González Briseño explains, “It was very complex to decipher the payroll process, and we did not want to make mistakes that would affect our employees.” Payroll was not simply an administrative responsibility.

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- Barbara González Briseño, CEO

How has Runa improved payroll management at Bitso?

Runa allowed Bitso to simplify payroll administration while maintaining complete confidence in the accuracy and reliability of the process. Through automation and centralized information management, the platform reduced the complexity associated with payroll calculations and compliance requirements. By eliminating many manual tasks and repetitive reviews, the team gained valuable time that could be redirected toward strategic initiatives and business growth. Payroll cycles became more predictable, efficient, and easier to manage, while employees benefited from accurate and timely payments.

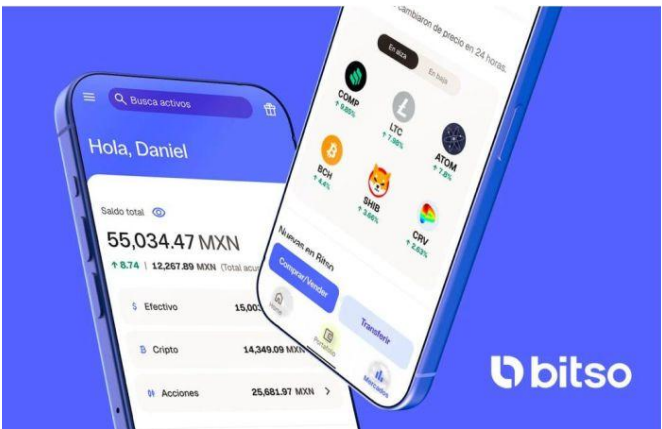
The platform also provided greater visibility into payroll operations, giving the company confidence that every process was being executed correctly. According to Barbara González Briseño, “It has given us the certainty that we are doing things right, and our employees can trust that they will receive their payments correctly. This not only ensures well being for them, but also peace of mind for us as a company.” The impact extended beyond operational efficiency. By ensuring consistency and reliability, payroll became a process that reinforced trust throughout the organization.

“Since we started using Runa, we stopped worrying about all the complexities of processing payroll, trusting in support that gives us the certainty that everything is being done correctly. This allows us to focus on our mission and on the company’s growth.

- Barbara González Briseño, CEO

What do they value most about Runa?

One of the aspects Bitso values most is the transparency that Runa brings to payroll management. In a region where labor informality can still present challenges, having clear processes, documented information, and visible contributions creates confidence for both employees and employers. Transparency has become an important element in strengthening company culture and supporting a positive employee experience. As Barbara González Briseño explains, “Runa has been key to building trust between employer and employee. It allows us to demonstrate clarity in benefits and contributions, creating cohesion and strengthening our company culture.” In addition to the technology itself, the company highlights the ongoing support provided by the Runa team. Having access to expert guidance and responsive assistance has helped Bitso navigate payroll management with confidence as the business continues to grow.



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4.9/5.0



CAPTERRA

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4.9/5.0



SOFTWARE ADVICE

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G2

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