runa

CUSTOMER PROFILE

CLARA

Location:	MX, BR, CO
Employees	610 employees
Industry:	Finance
Customer since:	January 2023
Website:	https://www.clara.com

See profile

About Clara

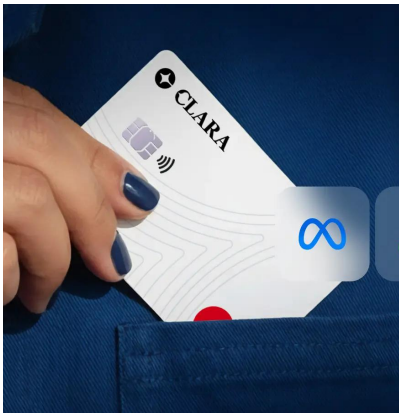
Clara is the leading corporate expense management platform in Latin America. The company has earned its place in a space where more and more businesses are looking for something very clear: better control over their finances without making daily operations heavier. And in real life, that matters a lot. Clara offers complete financial solutions for companies. These include free physical and virtual credit cards, tools to simplify third party payments through Clara Pagos, and short term financing lines that help companies organize their financial strategy. This is especially useful in markets like Mexico, Brazil, and Colombia, where liquidity, control, and financial visibility can completely change the conversation in a leadership meeting.

What problems were they facing with payroll?

From its early days, Clara was clear that its payroll and Human Resources processes needed to work the same way as its business: efficiently, transparently, and with a good experience for people. It sounds obvious, but when a company grows fast, keeping that in place is not always easy. Operations move, teams change, new people join, more questions come up, and if payroll is not well organized, what should be a normal process can end up eating valuable hours from the team.











For a fast growing company, having a reliable partner that could support expansion without adding operational friction was key. The idea was not to let People Operations become a bottleneck. It was also not to have the internal team putting out administrative fires every pay cycle. The challenge went beyond automating payroll. Clara needed information to be available, clear, and easy for employees to check without having to ask everything by email or chat. Payroll receipts, IMSS related information, and incidents had to be within reach. And, of course, all of this had to meet the quality and compliance standards required when operating in Mexico.

> **We needed a solution that could grow with us and allow us to focus on the business, not on solving administrative processes.**
>
> *- Gerry Giacomán, Co-Founder & CEO*

How has Runa helped them?

Runa became a key piece in helping Clara maintain operational efficiency across its People Operations processes, especially during moments when growth tends to put strong pressure on internal teams. The platform allows Clara to automate payroll and give each employee their own access. From there, every person can easily check payroll receipts, IMSS related information, and different incidents without depending on the administrative team for every question.No need to send messages like, “hey, can you share my payslip?” No turning People Operations into an endless service counter. That visibility gave the team more autonomy. And when people have more clarity, repeated doubts also go down: fewer operational questions, less manual follow up, and fewer lost files in folders named “final final now yes.” For Clara, this helped improve the team experience and free up time inside People Operations.

> **From the beginning, we were looking for a partner that understood our pace of growth and shared our values. With Runa, we found a reliable platform that allows us to operate efficiently and provide clarity to the entire team.**
>
> *- Gerry Giacomán, Co-Founder & CEO*

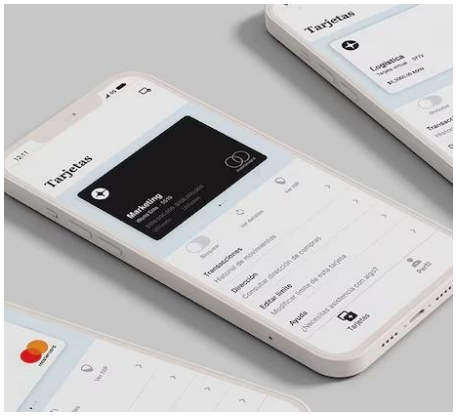
Why did they choose Runa?

Clara chose Runa from its first day of operations in Mexico. It was not a random decision. It was a bet on a close, long term collaboration that could support the company from its early stages and keep pace as it continued to grow. Beyond the technology, Clara valued the quality of support, personalized communication, and the feeling that Runa works as an extension of the internal team. And for Human Resources, that matters a lot. Because a platform can look great in a demo. But in real operation, what matters is that it responds, understands the context, helps when questions come up, and does not leave the team alone when payroll closing is near and everyone wants answers yesterday. Thanks to this collaboration, Clara can run all its payroll processes together with Runa, with order, visibility, and efficiency in every cycle, without losing agility.











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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