runa

CUSTOMER PROFILE

Location:	MX
Employees	320 employees
Industry:	Manufacturing
Customer since:	November 2025
Website:	https://www.baicmx.com/

See profile

About BAIC

BAIC México is part of a global automotive group with Chinese origins and operations across multiple international markets. After more than ten years operating in Mexico through an importer, the company made a strategic decision in 2025 to establish a direct local operation. The objective was clear: strengthen control over growth, build closer relationships with dealers and customers, and align local activities with the organization's global standards. This transition represented much more than a market expansion. It marked the beginning of a new stage focused on long term consolidation in one of the most important automotive markets in Latin America.

Today, BAIC México combines local professionals with expatriate talent, creating a team that blends deep market knowledge with international expertise. The operation supports key business functions including Sales, Marketing, After Sales, Logistics, Finance, Legal, and Human Resources, while coordinating a growing national dealer network. In a structure of this scale and complexity, operational consistency and internal control are fundamental elements for sustainable growth.











What challenges were they facing with payroll?

Launching a direct operation in Mexico brought one of the most important challenges any international company can face: building a payroll structure from the ground up within a highly regulated environment. The objective was not simply to process payroll accurately. BAIC México needed to ensure full compliance with local authorities including SAT, IMSS, and INFONAVIT while maintaining complete visibility and traceability throughout every payroll cycle. The situation became even more complex due to the integration of expatriate employees and the requirement to align local payroll processes with global corporate standards. Every procedure needed to be clearly defined, documented, and executed consistently. During a period of organizational consolidation, any payroll error could create financial, legal, or reputational risks.

> **More than software, we needed an ally that understood the importance of this process and supported us every step of the way to ensure everything was done correctly from the beginning.**
>
> *- Dante Suarez, HR manager*

In what areas has Runa helped them?

Runa enabled BAIC México to build its payroll operation on a structured, automated, and compliant foundation from the very beginning. The platform allowed the company to standardize processes, centralize information, and automate calculations, significantly reducing the risk of errors. This not only improved efficiency, but also gave the leadership team visibility and control over critical payroll information. One of the most valuable benefits was the ability to operate with fully auditable processes. Complete traceability across payroll cycles made it easier to monitor compliance, validate information, and support decision making with reliable data. For a multinational organization operating under global standards, this level of transparency is essential. The implementation process was also strengthened through close collaboration with the Runa team, which provided guidance tailored to the company's unique operational context.

> **Runa became a key ally in structuring our payroll and ensuring that every process is executed with precision and compliance from the start of our operations in Mexico.**
>
> *- Dante Suarez, HR manager*

Why did they choose Runa?

BAIC México was not simply looking for payroll software. The company needed a strategic partner capable of understanding the importance of payroll during a critical stage of organizational development. Runa stood out because it combined a robust platform, a user friendly experience, and strong alignment with Mexican labor and tax regulations. Beyond the technology itself, the company valued the consultative approach and hands on support provided throughout implementation.

As Dante Suarez, HR Manager, explains, “More than software, we needed an ally that understood the importance of this process and supported us every step of the way to ensure everything was done correctly from the beginning.” That combination of technology, compliance expertise, and partnership made Runa the right fit for an operation focused on building strong foundations. Today, Runa forms part of BAIC México’s operational infrastructure, helping the company maintain precision, control, and compliance as it continues expanding its presence across the Mexican market.





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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