runa

**CUSTOMER PROFILE**

| | |
|---|---|
| **Location:** | MX, CO, CL, EC, PE |
| **Employees** | 544 employees |
| **Industry:** | Restaurants |
| **Customer since:** | August 2023 |
| **Website:** | cinnabon.com |

See profile

## About Cinnabon

Cinnabon is a globally recognized brand known for its iconic cinnamon rolls. Founded in 1985 by Rich and Greg Komen, the company has built a strong reputation in the food industry through the quality of its products and a customer experience that has remained consistent across markets. Over the years, the brand has earned the loyalty of millions of consumers and has become one of the most recognizable names in its category.

In Mexico, the company has maintained steady growth and now operates in more than five states across the country. This expansion has been driven not only by consumer demand, but also by a strong commitment to operational excellence, product consistency, and maintaining high standards across every location. As the business continues to grow, ensuring that internal processes keep pace with that expansion becomes increasingly important. Like many multi location retail and restaurant businesses, Cinnabon faces the challenge of balancing daily operations with efficient administrative management. In this context, payroll and Human Resources processes play an important role in supporting business continuity, employee satisfaction, and long term growth.












### What challenges were they facing with payroll management?

Before implementing Runa, payroll management at Cinnabon relied heavily on manual processes handled through Excel spreadsheets in coordination with an external accountant. While this approach covered basic payroll needs, it became increasingly difficult to sustain as the operation evolved and required greater accuracy and efficiency. Each payroll cycle involved multiple reviews, validations, and manual calculations to ensure employees were paid correctly. This created a considerable operational burden for the team and increased the possibility of errors, particularly when it came to calculations and payment timing. The process required constant attention and left little room for efficiency improvements.

> **Errors in calculations and slow disbursement took away key time we needed to focus on operations.**
>
> *- Alejandro Cáceres, Finance Manager*

### In what areas has Runa helped them?

The implementation of Runa transformed the way Cinnabon manages payroll by bringing all payroll related processes into a single platform. One of the most immediate improvements was the automation of payroll calculations, which significantly reduced errors and improved accuracy throughout each payment cycle. The platform also made it possible to ensure that payroll payments are processed on time for every employee. This brought greater confidence to both the finance team and employees, helping create a more predictable and reliable payroll experience. This level of certainty has allowed the company to operate with greater efficiency while reducing the administrative effort previously required to manage payroll manually.

> **Runa allowed us to automate processes that were previously manual, reducing errors and ensuring timely payments, which has been key for us to focus on business operations.**
>
> *- Alejandro Cáceres, Finance Manager*

### Why did they choose Runa?

Cinnabon selected Runa because the company was looking for a solution that could simplify payroll administration without sacrificing visibility, control, or accuracy. The goal was not simply to digitize payroll, but to improve the entire process while maintaining confidence in the results. Compared with other alternatives, Runa stood out for its intuitive interface, ease of use, and ability to manage payroll alongside additional employee related processes within a single platform. This helped eliminate complexity while providing a more streamlined experience for the team. Another important factor was the quality of support.













## See public reviews on Runa

| 4.9/5.0 | 4.9/5.0 | 4.9/5.0 |
|---|---|---|
| ★★★★★ | ★★★★★ | ★★★★★ |
| CAPTERRA | SOFTWARE ADVICE | G2 |
| See reviews | See reviews | See reviews |

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