runa

CUSTOMER PROFILE

fillip

Location:	MX, CH, CO, PE
Employees	230 employees
Industry:	Entertainment
Customer since:	March 2024
Website:	https://www.fillip.com

See profile

About Fillip

Fillip operates as a sports and entertainment holding company across Latin America, managing businesses and brands such as Kings League México, AAA Lucha Libre, Tycoon, and Box to Box Latam. Beyond investing in these properties, the company plays an active role in their operation, participating in areas such as intellectual property management, live events, content production, and commercial development. This involvement requires a structure capable of supporting multiple business models while maintaining alignment across the organization. The company combines centralized teams in areas such as finance, legal, and operations with specialized teams dedicated to each property. Its operating model is highly dynamic, allowing employees to contribute across different verticals depending on business priorities and strategic initiatives.

What challenges were they facing with payroll?

Before implementing Runa, Fillip was operating within a highly complex administrative environment. Each property that became part of the holding brought its own payroll processes, providers, compensation structures, and systems. Over time, this created a fragmented landscape where information lived in different places and processes lacked consistency across the organization.











The result was an operational structure that required significant manual effort. Information often needed to be consolidated manually, visibility into labor costs was limited, and obtaining a complete picture of payroll data across all entities was difficult. For a holding company managing multiple businesses and employees who sometimes contributed to more than one vertical, this lack of integration reduced agility and complicated decision making. The regional nature of the operation added another layer of complexity. While Mexico has its own labor and compliance requirements, operating alongside teams and entities in other Latin American countries created additional regulatory considerations. Managing these obligations through disconnected systems increased risk and made maintaining control more challenging.

> **Runa is not just software; it became key infrastructure that gives us back strategic time and allows us to focus on growing the business.**
>
> *- Renata Páez, RH manager*

How has Runa helped them?

The implementation of Runa allowed Fillip to bring all of its entities together under a single platform, creating a more unified and transparent way of managing payroll and talent related processes. What initially appeared to be a technological improvement quickly became a strategic advantage for the organization. By centralizing information, the company eliminated much of the fragmentation that had previously complicated operations. Data became easier to access, processes became more consistent, and teams gained greater visibility into payroll and labor related information across the entire business. Automation also played an important role in improving efficiency. Tasks that previously required significant manual effort became faster and more reliable, allowing both Human Resources and Finance teams to spend less time on repetitive administrative work and more time on analysis, planning, and business support. In an organization where performance is closely linked to events, partnerships, and commercial initiatives, having real time visibility into labor costs and workforce information creates meaningful value.

> **We had a complex patchwork of systems and providers; in order to scale, we needed to consolidate and professionalize our talent management.**
>
> *- Renata Páez, RH manager*

Why did they choose Runa?

When evaluating alternatives, Fillip quickly realized that many traditional solutions were not designed for a business with its level of complexity and flexibility. The company operates at the intersection of sports, entertainment, media, and intellectual property, making its needs different from those of more conventional organizations. The ability to adapt to a multi entity structure was particularly important. Fillip required a platform capable of supporting different business units while maintaining visibility and consistency across the organization.

Looking ahead

Over the next decade, Fillip aims to establish itself as the leading sports and entertainment intellectual property group in Latin America. The company envisions becoming the natural partner for global leagues, brands, and creators seeking to expand their presence and impact across the region. Its long term strategy includes building a strong portfolio of properties supported by in house capabilities across production, distribution, audience development, and monetization. At the same time, the company seeks to create more opportunities for Latin American talent to compete on a global stage while expanding access to premium entertainment experiences throughout the region. Achieving that vision will require more than creative ideas and commercial success. It will also depend on having operational infrastructure capable of supporting sustained growth.





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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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