runa

CUSTOMER PROFILE

merama

Location:	MX, BR, CL, CO, PE
Employees	150 employees
Industry:	E-commerce
Customer since:	August 2025
Website:	https://www.merama.io/

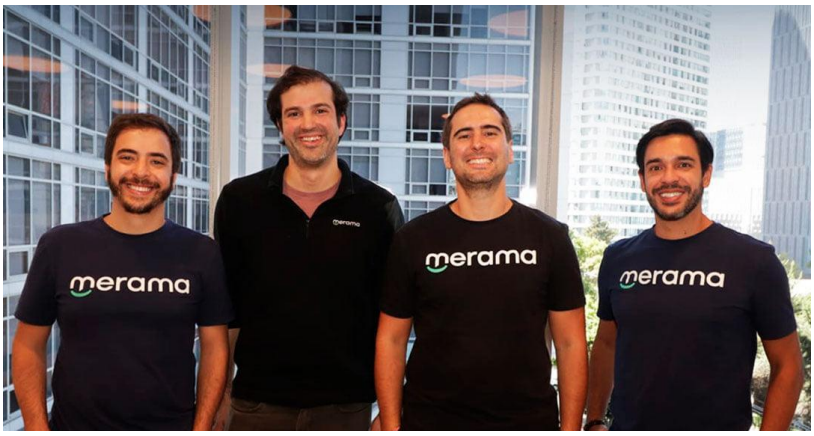
See profile

About Merama

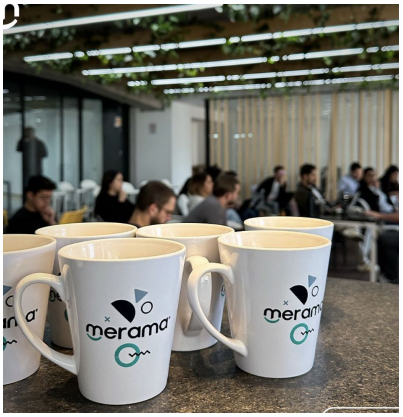
Merama is part of Latin America's dynamic e commerce ecosystem, managing and scaling digital brands with high growth potential. At different stages of its evolution, the company has operated with structures of more than 150 employees distributed across Finance, Legal, Commercial, Operations, and highly specialized profiles in e commerce, data analysis, and digital performance. The work model is clearly cross functional. Each team understands its metrics, its impact on profitability, and its role in the growth of the business. It is not an organization that operates by intuition. It operates through data. In a digital market where margins can change quickly and competition is intense, that internal discipline makes a meaningful difference. With that level of external demand, the internal structure also has to respond. Operational efficiency is not a luxury. It is a requirement for sustainable growth.

How did they manage payroll before Runa?

Before implementing Runa, payroll was managed manually and remotely. The process required collecting information from different sources, validating data repeatedly, running calculations in spreadsheets, and reviewing everything several times before issuing payroll receipts.











It was a process that worked during earlier stages of growth, but became increasingly difficult to sustain as the organization expanded. In a company with variable compensation structures, specialized talent, and constant operational changes, manual payroll management became an operational risk. The challenge was not necessarily the process itself, but the level of human intervention required to keep it running accurately. In addition, the lack of automation limited visibility into employee information and made it more difficult to generate consolidated reports for strategic planning.

> **We came to Runa to make our payroll processes more efficient and automated; it allowed us to reduce errors and significantly improve control over information.**
>
> *- Valeria Chao Lagler, People Director*

What problems did Runa solve?

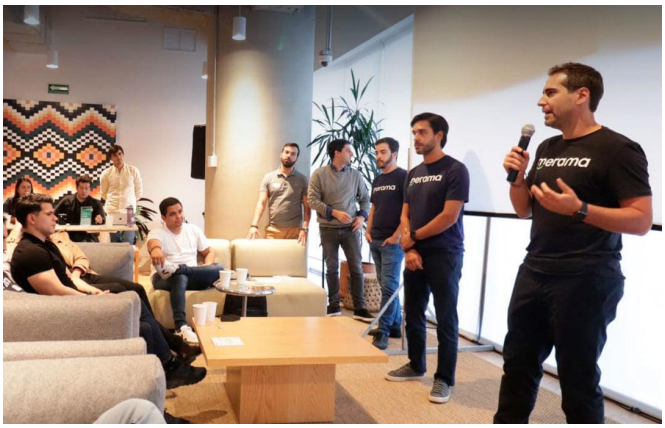
The implementation of Runa marked an important step in the professionalization of payroll management. Automation significantly reduced the margin for error in calculations, while centralizing information provided greater visibility, consistency, and traceability throughout each payroll cycle. Beyond improving efficiency, the platform strengthened confidence in the process. The team gained certainty that calculations were accurate and that compliance requirements were being handled correctly, allowing attention to shift away from operational concerns and toward strategic priorities. Another important improvement came from reporting capabilities. For a business operating in a competitive e commerce environment, understanding labor costs and monitoring their evolution is essential for workforce planning and growth decisions. As Valeria explains, “We came to Runa to make our payroll processes more efficient and automated; it allowed us to reduce errors and significantly improve control over information.”

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Why did they choose Runa over other providers?

The decision was based on practicality. Merama evaluated different alternatives by looking at cost effectiveness, implementation speed, ease of use, and the overall user experience. They were not searching for a complex platform filled with unnecessary features. They needed a solution with strong payroll capabilities in Mexico, clear information management, and a simple adoption process for the team. Runa stood out because it offered exactly that. The intuitive user experience became an important differentiator, especially in an organization where speed matters and lengthy implementations are not an option. The company also understood that Runa’s primary strength is payroll rather than serving as a complete Human Resources suite. For their objective of automating and strengthening a critical process, that specialization was an advantage.











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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