runa

CUSTOMER PROFILE

konta

Location:	MX
Employees	125 employees
Industry:	Finance
Customer since:	April 2023
Website:	https://konta.com/

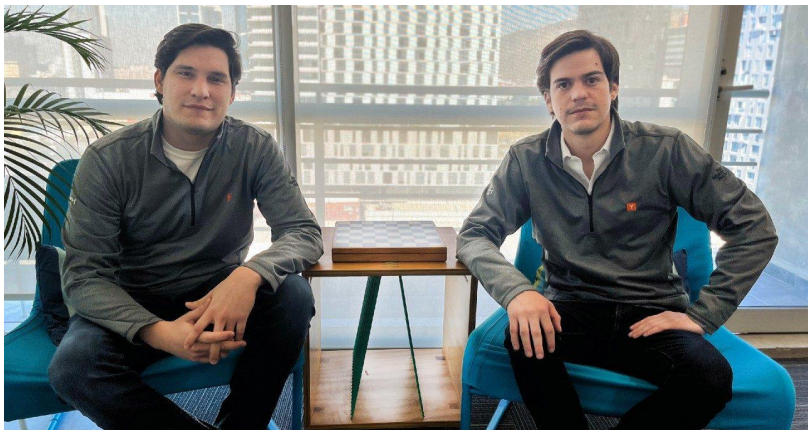
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About Konta

Konta is a company focused on transforming the way small businesses in Mexico manage their accounting and financial operations. Through technology, automation, and simple processes, the company seeks to eliminate the administrative complexity that usually consumes entrepreneurs' time and energy, allowing them to focus on growing their businesses instead of getting stuck in operational tasks. Currently, Konta has a team of 85 employees registered with IMSS and operates under a fully remote model. Approximately half of the team is made up of accountants, since the core of the business revolves around accounting operations and client service. The rest of the talent is distributed across areas such as engineering, product, quality, sales, and marketing, creating a highly execution and results focused multidisciplinary structure.

What challenges were they facing with payroll before Runa?

For Konta, payroll has always been seen as an extremely critical process where there is practically no room for error. Before implementing Runa, much of the operation depended on manual internal processes that, although they worked at an early stage, began to become a risk as the company grew and the team expanded. One of the main challenges was the operational dependence on certain people and specific processes.











Any turnover, human error, or inconsistency could create significant complications in an area as sensitive as team payments. In addition, tasks such as vacation management, employee registrations, terminations, and changes were still handled in Excel, which increased the risk of errors and made it more difficult to keep all information organized and updated as the operation became more complex.

> **It was a process that required a great deal of constant attention and did not scale well with growth**
>
> *- José Menéndez, CEO at Konta*

How did Runa help them?

The implementation of Runa allowed Konta to fully delegate the operational complexity of payroll to a reliable, automated, and centralized system. This transformed a process that previously consumed time, attention, and energy into a much simpler, more organized, and more efficient operation. Today, the team can process payroll payments efficiently through a single SPEI transaction, eliminating much of the manual work that previously slowed down operations. In addition, all employee management, including registrations, terminations, and vacation requests, was centralized within the platform, providing much greater visibility and control over information.

> **Runa gave us something that is incredibly valuable in operations: peace of mind. Today, we know that a process as critical as payroll is completely resolved.**
>
> *- José Menéndez, CEO at Konta*

Why did they choose Runa?

Konta chose Runa because they identified it as a truly modern company aligned with the way they understand technology and operations. Within the Mexican market, they perceived Runa as one of the most advanced companies in applying technology to solve complex payroll and Human Resources processes. What convinced them the most was the combination of a solid technology platform and close, reliable human support. “We felt it was the best option for a growing company like ours,” explains José Menéndez.

The clarity of the value proposition, the modern approach, and the user experience were determining factors in the decision. For an organization focused on automation and optimization, it was essential to work with a technology partner that shared that same philosophy and understood the speed at which a startup operates.

What would they tell other companies about Runa?

Konta's recommendation is direct: use Runa without hesitation. For José Menéndez, one of the platform's greatest values is the peace of mind it generates in daily operations. "It takes a critical, complex, and risky process off your plate and turns it into something simple and reliable," he says. In organizations where speed and execution are fundamental, freeing the team from complex administrative tasks has an enormous impact. Runa not only optimizes processes, it also allows teams to focus on building, growing, and operating with much greater confidence, without constantly worrying about operational errors.

Where will Konta be in 10 years?

Konta's vision is to become the main administrative ally for entrepreneurs and small businesses in Mexico. The company seeks to build an integrated platform that allows businesses to delegate all the operational and administrative workload that does not directly add value to their growth. José Menéndez describes this vision very clearly: "We want to be the Robin of entrepreneurs, where they are Batman." In other words, a strategic ally that accompanies businesses throughout their journey, facilitating each stage of their operation and resolving the complexity that usually slows small teams down. The goal is to cover the entire administrative stack of a company, from invoicing, quotes, and collections to accounting and taxes. The final objective is to allow entrepreneurs to focus solely on growing their businesses, while Konta takes care of solving all the operational complexity behind the scenes. In the long term, the company envisions a much larger, more robust, and more automated operation, always maintaining the same focus: using technology to simplify the lives of those building businesses in Mexico.

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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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