runa

CUSTOMER PROFILE

Cobre

Location:	MX, CO
Employees	542 employees
Industry:	Finance
Customer since:	February, 2024
Website:	https://www.cobre.com/

See profile

About Cobre

Cobre is a fintech company focused on payment infrastructure for Latin America. Its mission is to change the way companies manage and move money. It does this with technology that makes complex financial operations easier, including payments, reconciliations, and fund transfers. In simple words, it helps money move without acting like a sleepy turtle crossing the road. Through its platform, Cobre helps companies in different industries improve financial processes and manage resources in a cleaner way. Today, Cobre has 238 employees across Technology, Data, Sales, Marketing, People, and Finance. Of that total, 36 employees are based in Mexico, while the rest work mainly from Colombia and other markets where the company operates. Its hybrid work model mixes in person collaboration in Mexico City and Bogotá with the flexibility needed to attract highly specialised talent. Because finding great people is not like ordering pizza. Nobody arrives in thirty minutes with extra cheese and a tiny receipt.

Cobre's culture is built around innovation, transparency, and strong execution. As a tech company in finance, its growth depends on building reliable tools for a market that keeps asking for more. That same mindset also shows up inside the company. The team keeps looking for ways to improve processes, automate tasks, and give people tools that help them focus on useful work instead of chasing files like balloons flying away at a birthday party.











What payroll challenges were they facing?

Before Runa, Cobre had several challenges with payroll administration and standardisation. As the company grew and hired talent in different markets, it became clear that they needed processes that were more automated, more consistent, and aligned with each country's rules. One main challenge was not having clear enough criteria or tools to manage important processes like onboarding, payroll calculations, and labour obligations. Too much still depended on manual work. That made response times slower and added more weight to the People team's daily work. For an international company like Cobre, understanding and following Mexican labour rules was also a real challenge. Keeping documents organised, running processes correctly, and reducing errors took time, care, and resources. It was like building furniture with tiny instructions, pieces that all look the same, and the quiet fear of ending with one screw left over.

> **We needed a solution that would allow us to manage payroll with much clearer and more consistent criteria, especially in an environment where legal compliance and accuracy are fundamental to the business.**
>
> *- Santiago Herrera, HR Manager*

How has Runa helped them?

Runa changed the way Cobre manages payroll and people related processes. The platform helped bring information into one place, automate operational tasks, and create clearer workflows for onboarding and employee management. With more digital processes, the People team can now track critical steps better, respond faster to employee needs, and keep operations aligned with current labour rules. Automation reduced admin work in a big way and gave the team more time for talent projects and organisational development. In other words, less time fighting repetitive tasks and more time doing work that actually moves things forward.

> **Runa has given us the confidence to manage payroll quickly, consistently, and in compliance with local regulations. Today, we have much clearer, documented, and scalable processes that support our continued growth across the region.**
>
> *- Santiago Herrera, HR Manager*

Why did they choose Runa?

When Cobre looked at payroll solutions in Mexico, the team wanted more than basic automation. They needed modern technology, strong knowledge of local rules, and close support to answer questions and help them make decisions with confidence. Runa stood out because it understood the real needs of a growing international company. The platform did not just make complex processes simpler. It also gave the team tools to keep control, traceability, and compliance at every stage of payroll management. No working in the dark with a flashlight that forgot to bring batteries.

Where will Cobre be in 10 years?

Cobre's vision is to become the leading payment infrastructure platform in Latin America. The company wants to build more innovative and secure products that can grow with businesses of all sizes. Its goal is to lead the financial change in the region and become the technology partner companies choose when they need to move money well. To get there, Cobre will keep investing in technology, regional growth, and talent development. It will also keep building a culture based on transparency, trust, and strong execution. Because winning in finance is not only about moving fast. It is about moving fast without the wheels flying off at the first turn.





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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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