



# Ice Travel Group Simplifies SaaS Backup and Disaster Recovery with HYCU R-Cloud



## Company

**Ice Travel Group** is the company behind two of the UK's leading travel comparison brands: TravelSupermarket and Icelolly. The group serves as a meta-search engine for holidays, car hire, and package travel deals. With a team of ~70 employees, Ice Travel Group operates primarily out of its Leeds headquarters and supports millions of users searching for their next getaway.

## Solution

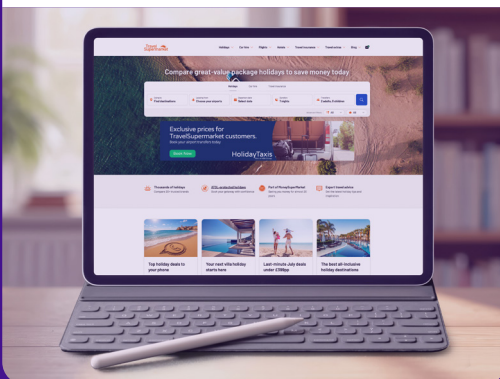
**HYCU R-Cloud**

## Industry

Travel / eCommerce

## Region

UK



The biggest benefit from HYCU is seeing everything in one place. No more juggling multiple tools for different platforms. That was a big win for us.

**Dave Mercer**

DevOps Engineer, Ice Travel Group

## Challenge

As Ice Travel Group began developing a formal disaster recovery plan for its dual-brand infrastructure, the DevOps team hit a wall. Their backup processes were fragmented across a complex toolkit – GitHub scripts, Google Workspace utilities, AWS-native functions, and more. Not only did this make it difficult to monitor, but it lacked the reliability and scalability they needed.

“We realized very quickly this wasn’t the way to do things. We needed an ongoing centralized place to schedule, monitor, and validate backups” said Gohar Hameed, Lead DevOps Engineer, Ice Travel Group.

The team was also migrating critical workloads to Google Cloud, including BigQuery and managed SQL services, creating the need for a unified backup strategy across hybrid environments.



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Time was a big factor. We estimated our DIY backup project would take a year. With HYCU, we solved it in weeks.

**Gohar Hameed**

Lead DevOps Engineer, Ice Travel Group

## About HYCU

HYCU is the fastest-growing leader in the multi-cloud and SaaS data protection as a service industry. By bringing true SaaS-based data backup and recovery to on-premises, cloud-native, and SaaS IT environments, the company provides unrivaled data protection, migration, disaster recovery, and ransomware protection to thousands of companies worldwide.

The company's award-winning **R-Cloud™ platform** eliminates complexity, risk, and the high cost of legacy-based solutions, providing data protection simplicity to make it the #1 SaaS Data Protection platform. With an industry leading NPS score of 91, HYCU has raised \$140M in VC funding to date and is based in Boston, Mass.

Learn more at [www.hycu.com](http://www.hycu.com).

## The HYCU Solution

After evaluating several options, Ice Travel Group selected HYCU R-Cloud for its native support for multiple SaaS platforms and cloud services – including GitHub, Google Workspace, AWS, and Google Cloud – all from a single interface.

Onboarding took just two weeks, with HYCU's support team guiding the process end-to-end. As a lean DevOps team, Ice Travel Group appreciated hands-on support and clear communication.

“It was smooth, quick, and actually taught us more about how our Google Cloud stack works. The HYCU team really did the heavy lifting,” explained Dave Mercer, DevOps Engineer, Ice Travel Group.

## Outcome

With HYCU in place, Ice Travel Group eliminated custom scripts and manual backup maintenance. The team now has full visibility and confidence that backups are running successfully across all environments.

- Consolidated visibility across SaaS and cloud platforms
- Time savings equivalent to months of manual work
- Reduced risk of backup failures during high-growth initiatives
- Flexible support for future cross-cloud recovery scenarios

## What's Next

As the company transitions more infrastructure from AWS to Google Cloud to bring application layers closer to data for AI-driven innovation, HYCU will play a critical role in ensuring cross-cloud data resilience.

“We're moving fast as a business and need tools that help us fail fast, learn fast, and recover fast. HYCU fits perfectly into that mindset,” concluded Gohar Hameed.



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with HYCU!**