

# Moonpig Enhances Nutanix Data Protection with HYCU

## moonpig group plc

### Company

[Moonpig Group plc](#) is a leading online greeting cards and gifting platform, comprising the Moonpig, Red Letter Days and Buyagift brands in the UK and the Greetz brand in the Netherlands. The Group is the online market leader in cards in both of its markets and is also the UK market leader in gift experiences.

### Solution

[HYCU for Nutanix](#)

### Industry

eCommerce / Retail

### Region

UK, Netherlands

### Employees

~500

### Implementation Date

November 2024



If you're moving to Nutanix or looking for a backup solution that just works — definitely look at HYCU. It integrates natively, simplifies operations, and the support experience has been excellent.

### Peter Heuff

Infrastructure and Network Manager,  
Moonpig Group

## Challenge

As Moonpig continued to evolve its internal, on-premises infrastructure, the team set out to simplify operations whilst reducing costs and complexities in its virtual environment. Historically operating a mix of VMware and Nutanix, Moonpig made a strategic decision to fully transition to Nutanix for its primary data center locations.

Prior to this transition, Moonpig was leveraging alternative solutions from Amazon Web Services (AWS) backup for data protection across its VMware environment and cloud-native tools. As the business moved away from VMware and fully embraced Nutanix AHV, their existing AWS Backup solution no longer aligned with their future infrastructure strategy.

For AWS, the AWS Backup service in use only supported VMware. This left a gap in Moonpig's ability to protect workloads running on Nutanix AHV and created a need for a modern, purpose-built backup that could:

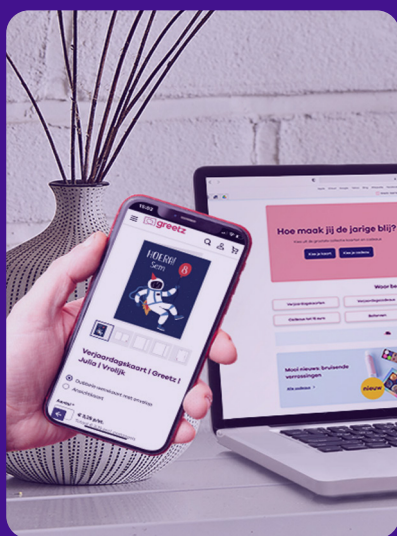
- Integrate seamlessly with Nutanix
- Provide automation and policy-based backup management
- Support rapid recovery with snapshot-based restores
- Simplify operations without compromising on protection

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HYCU just works really well. I like the simplicity and the ability to automatically apply backup policies through tagging.

**Peter Heuff**

Infrastructure and Network Manager, Moonpig Group



## The HYCU Solution

After evaluating several options and consulting with their partner NG-IT, Moonpig selected HYCU for Nutanix to meet its data protection needs. In November 2024, Moonpig deployed HYCU's purpose-built solution for Nutanix to protect multiple VMs across its environment. Its native integration and simple policy driven management system proved to be a perfect fit.

Moonpig now uses automated backup plan assignments based on VM tags, mirroring the practices they established in AWS. This streamlined approach has simplified operations and ensured consistency across their infrastructure.

## Outcome

**Fast & Easy Deployment:** Moonpig highlighted HYCU's customer-first approach during deployment and onboarding. HYCU provided direct support throughout installation, configuration, and post-deployment optimization, ensuring a smooth experience. "HYCU support has been excellent — responsive, knowledgeable, and easy to reach. The documentation is also very detailed and helpful," Peter shared.

**Automated Backup Operations:** Moonpig leveraged HYCU's integration with Nutanix to automate backup policies based on VM tagging. This enables newly created VMs to be automatically protected with the appropriate backup plan, reducing manual tasks and operational overhead. As Peter explained, "We use AWS tagging extensively — so having that same tagging-based backup plan capability in HYCU for Nutanix is a real time-saver for us."

**Reliable & Fast Recovery:** With HYCU's snapshot-based backups, Moonpig can restore data quickly from local snapshots or S3 buckets, depending on their needs. While it's still early to quantify cost savings, Moonpig noted that backup performance and recovery speeds meet their expectations. "Snapshot-based restores work really well — recovery times are fast enough for our needs, and the flexibility is there when we need it," he added.

## What's Next

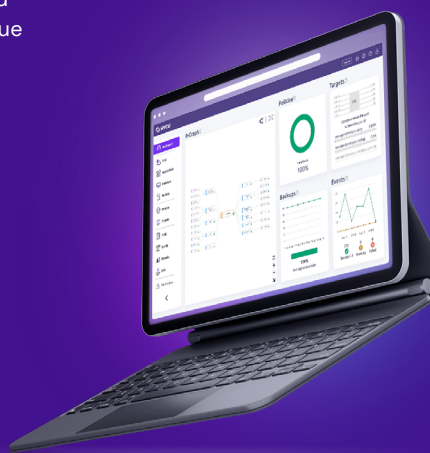
As Moonpig continues its migration to Nutanix across additional locations, HYCU will remain a key component of its data protection strategy. The team is also considering expanding HYCU to protect other workloads, including Linux-based systems in remote sites, as they standardize their infrastructure.

## 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](https://www.hycu.com).



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