



# CASE STUDY - SAGA

## Delivering a full system review plus technology recommendation for a new ship.

Saga planned to build 2 new ships in 2 years and therefore needed to gather the right technology requirements. They wanted a solution that would be suitable for their business but also future proof, seeking to improve operational efficiency whilst maintaining a high quality of customer service.

For over 20 years, our team at ICE have implemented applications and provided services and support for cruise. Their deep knowledge of the technical and operational aspects of the industry enables theICEway to deliver a truly comprehensive solution.



### CHALLENGE

Manual processes had outgrown the existing technology, so a review of this was key. The review needed to align proposed tech solutions from the yard with business requirements for the new ships, whilst mapping workflow and identifying gaps.



### SOLUTION

Working together every step of the way, theICEway and Saga teams decided to optimise the existing technology and to add a new, future proof solution. The decision was made after each area of the operation had been presented with the technology involved plus the infrastructure requirements.



### VALUE

One outgrown manual process was identified and replaced, whilst other existing processes were vetted, refined or maintained in lieu of the overall review and evaluation findings. This allowed for additional measures to be taken based upon industry best practice and in strict adherence to the core business requirements.

[theICEway.com](http://theICEway.com)

SAGA



**CUSTOMER:**  
SAGA CRUISES



**COUNTRY:**  
UK



**INDUSTRY:**  
CRUISE  
Maritime, Travel





## ABOUT US

20+ Years Experience within Cruise, Travel & Healthcare

### Your Technology Partners

We are delighted to have worked so closely with Saga to enable their passengers and crew to gain the benefits of the latest maritime technology.

Ian Richardson – Co-Founder & CEO

Implementing maritime IT is an art in itself. When a ship is offshore for weeks at a time, resilience is paramount. Our robust solutions mean that theICEway continues to be the maritime industry's first port of call.

Conor Byrne – Co-Founder & Managing Director



theICEway.com

SAGA

## CLIENT TESTIMONIAL

Commitment to a Prosperous Partnership

### Andrew Gisby, Director of IT for Saga Travel

"The integration of new state-of-the-art IT systems and applications in our new ships are vital to the success of Spirit of Discovery and Spirit of Adventure. Choosing ICE was a good decision.

They slotted into the new build team well and quickly brought their cruise industry and solution expertise to bear within the project."

