

Adaptive

G-CLOUD 15 – Lot 2b: Software as
a Service (SaaS) – Service
Definition



Adaptive – **Drupal specialists**, focused on doing things properly.

Adaptive supports organisations that rely on Drupal to deliver important services – where security, reliability and long-term care matter.

We work with detail, integrity and intent. That means being clear when things are complex, honest when trade-offs exist, and committed to building platforms that last.

Our approach is calm, security-first, and grounded in real delivery – not hype, shortcuts or quick wins.

What guides how we work:

Integrity

Expertise

Security-first thinking

Long-term care

Why Adaptive?

Drupal done properly.

Specialists who go above and beyond for our customers' Drupal needs.

Adaptive supports organisations that rely on Drupal to deliver critical services, meet compliance standards, and keep improving over time.

We're known for being detailed, honest and dependable – combining deep technical expertise with a proactive service model that makes complex platforms easier to run.

What we're known for:

Being direct and honest

Strong security and governance

Calm, reliable delivery

Documentation and visibility

Support that sticks

“We had previously struggled to find a Drupal agency with the right balance of resources to proactively lead on new projects, whilst maintaining their ability to react to the daily updates and amendments our existing websites require. In both of these respects Adaptive have, and continue to deliver excellent results.”

Martin Styles | CTO, Reuters Events

Security & compliance, by default.

Security and compliance aren't optional extras – they're part of how we deliver everything at Adaptive.

We work with organisations where risk, data protection and service continuity matter. That's why our processes, platforms and delivery approach are built around secure, compliant ways of working from day one.

Open-source platforms like Drupal are powerful, but they require active care. Vulnerabilities change, threats evolve, and responsibility doesn't stop at launch.

We embed security into support, delivery and hosting – combining monitoring, patching, access control and governance so risks are identified early and handled properly.

What this means in practice:

- Secure delivery processes
- Regular updates and monitoring
- Controlled access and change management
- Clear accountability and auditability

- ISO 27001 & ISO 27701 certified
- UK-based delivery and support
- Security built into every service

Confidence you can rely on.

Policies and governance.

Clear frameworks that underpin how we work.

Adaptive operates within established governance and policy frameworks designed to support secure, compliant and responsible delivery across all services.

Our policies are not theoretical documents – they actively shape how we manage risk, protect data, ensure accessibility, and maintain service continuity. They are reviewed regularly and embedded into day-to-day delivery, incident response and continuous improvement.

This approach ensures our services remain audit-ready, transparent, and aligned with public sector expectations.

They give our clients confidence that:

Security, privacy and data protection are managed consistently

Risks are identified, assessed and addressed proactively

Accessibility and inclusive design are considered by default

Incident response and service continuity are clearly defined

Delivery is accountable, documented and governed

**Governance that supports safe,
compliant, long-term delivery.**

Our accreditations & standards.

Independent assurance, built into how we work.

Adaptive operates to recognised professional, security and ethical standards that support secure delivery, responsible employment, and long-term partnerships.

Our accreditations aren't badges for show – they reflect how we design, deliver and support digital services day to day. From information security and privacy, to accessibility, governance and responsible business practices, these standards underpin our delivery model.

They give our clients confidence that:

Services are delivered securely and consistently

Risks are actively managed, not discovered late

Governance, documentation and accountability are built in

Delivery is sustainable over the long term

**Standards that support secure,
responsible, long-term delivery.**

Our Accreditations

Recognised across security, delivery, hosting & responsible business practices. Below are a few of our accreditations, more can be viewed [here](#)



Who we support.

Organisations where **reliability and trust matter.**

Adaptive works with organisations that rely on Drupal to deliver important, often public-facing services.

Our clients typically operate in regulated environments, manage sensitive data, and need platforms that perform reliably over time.

We're used to working with multiple stakeholders, clear governance, and long-term delivery, not just one-off projects.

Sectors we commonly support

Public sector and arms-length bodies

Charities and nonprofits

Education and research organisations

Membership and professional bodies

Healthcare and health-adjacent organisations

**Different organisations, shared priorities:
Security, Stability and Long-Term Value.**

Our Clients

Trusted by organisations delivering critical digital services – across public sector, non-profits, membership bodies and regulated organisations. See more of our clients [here](#)



Your Team, Extended

Specialists who stay close, and keep work moving.

Adaptive works as an extension of your organisation – bringing everything you need around your Drupal platform through one joined-up group: your Delivery Team.

Your Delivery Team brings together support, development, UX, accessibility, and security & infrastructure. That means fewer handovers, faster decisions, and work that stays joined-up from planning through to delivery.

How work moves through your Delivery Team:

Plan • Deliver • QA • Release • Review

Who Does What:

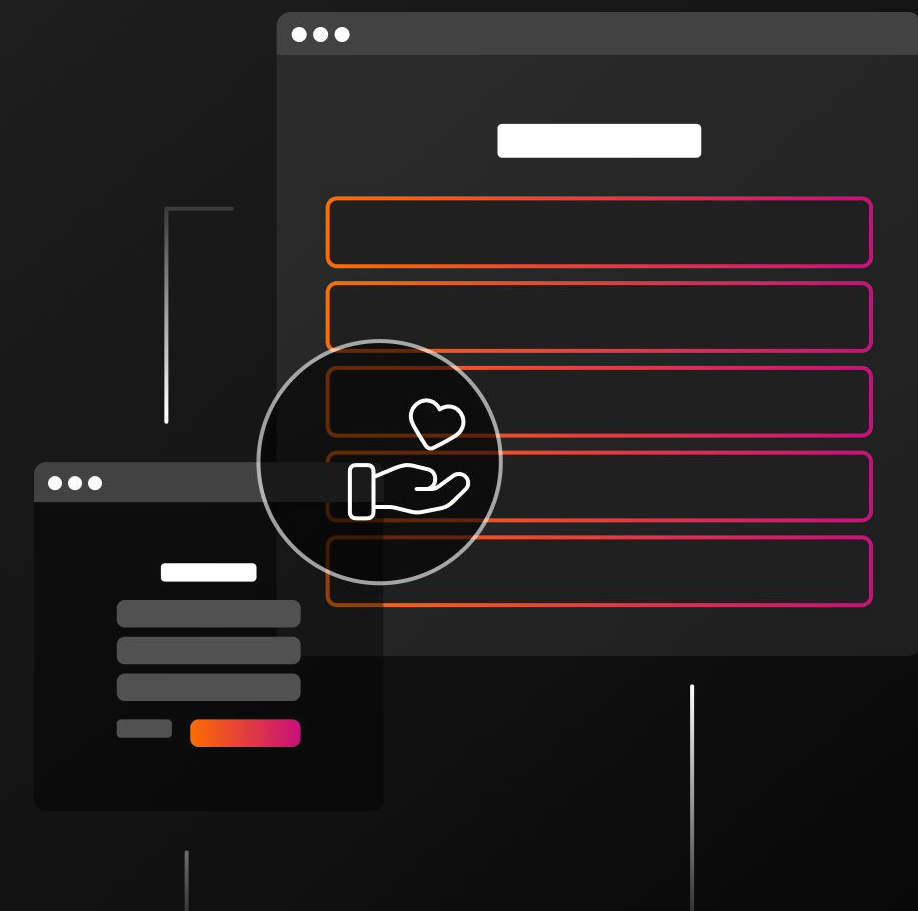
Delivery Team → Planning, Prioritisation, Visibility

Support → Day-To-Day Fixes And Guidance

Development → Improvements And Enhancements

UX & Accessibility → Audits And Experience Improvements

Security & Infrastructure → Monitoring, Protection And Performance



How Work Gets Delivered.

Clear steps. Safe changes. **No surprises.**

Whether it's a support request, a platform improvement, a security change or a new feature, your Delivery Team follows a consistent approach.

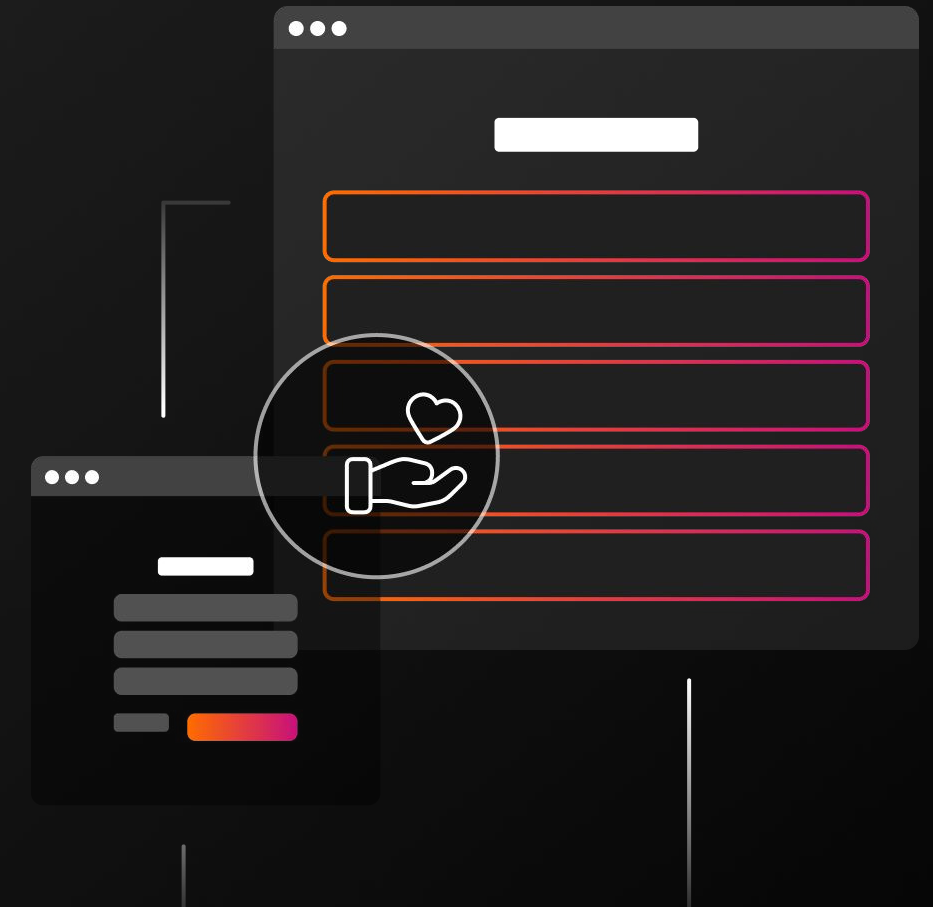
We keep delivery simple and disciplined – so work is planned properly, checked before it goes live, and communicated clearly throughout.

How work moves through Adaptive:

Plan • Deliver • QA • Release • Review

What you can expect:

- Clear priorities and next steps
- Visible progress and honest updates
- Quality checks before anything goes live
- A calm, reliable rhythm of delivery



Simple, transparent pricing.

Clear models, no surprises.

Our commercial approach is designed to be predictable, fair, and easy to work with – whether you need ongoing support, continuous improvement, or clearly scoped pieces of work.

We avoid complex pricing structures and focus on models that support long-term delivery and good decision-making.

What you can expect:

- Clear pricing from the outset
- No hidden costs or unexpected charges
- Upfront agreement before work begins
- Flexibility as priorities change

How pricing works:

Support packages – Monthly retainers covering agreed services, support levels and reviews

Continuous improvement & development
Time-based delivery, planned in advance and prioritised around your roadmap

Project work – Clearly scoped, time-limited pieces of work agreed up front

Onboarding – A one-off fee to establish a secure, well-understood baseline

Predictable costs. Clear scope.
Trusted delivery.

Service levels.

Clear response, predictable support.

Our service levels are designed to prioritise availability, reduce risk, and provide confidence when issues arise. Response times vary by package and severity, with clear escalation where required.

Issue severity

- **Critical** – Service unavailable or significant impact to users.
- **High** – Major functionality impaired, workaround limited.
- **Medium** – Partial functionality issues with an available workaround.
- **Low** – Minor issues, questions, or non-urgent requests.

Detailed SLAs are agreed per service and support package.

How we respond:

Issues logged and tracked through Adaptive:Connect

Clear acknowledgement and response based on severity

Regular updates until resolution

Escalation paths in place for critical incidents

- Defined response times
- Clear escalation
- Visibility throughout

Be prepared. Stay Secure. Keep Moving.

More Than Support.

Specialist services to improve,
protect and grow your Drupal platform.

Support keeps your site stable. But long-term success comes from the work around it – Improving experience, strengthening security, and making sure your platform keeps delivering value.

Many organisations manage these needs separately. We bring them together, so changes are joined-up, practical, and delivered with Drupal expertise end-to-end.

These services can be delivered as one-off projects, scoped improvements, or alongside your ongoing support and development.

Our Services:

Strategy & Consultancy

Design & Build

UX

AI Development – Interact (AI Mode for Drupal) AI Dev Assurance

SEO

Vulnerability Scanning and Penetration Testing

Drupal Security Maintenance (DSM)

Multi Factor Authentication

Site Audits – Accessibility, Health, UX

Our G-Cloud services.

Specialist Drupal services, designed for public sector delivery.

Adaptive provides a set of clearly defined Drupal services through G-Cloud – covering support, security, performance, AI, and hosting.

Each service can be delivered independently or combined to meet the needs of complex platforms.

Drupal Support and Maintenance

Reliable, security-first support for live Drupal platforms.

Drupal Security and Compliance Support

Ongoing security assurance, vulnerability management and compliance support.

Drupal Performance Optimisation and Audit

Reviews and improvements focused on stability, performance and resilience.

AI Integration and Enhancement for Drupal Websites

Practical AI capabilities embedded safely into Drupal platforms.

DevTechOps – Development Assurance

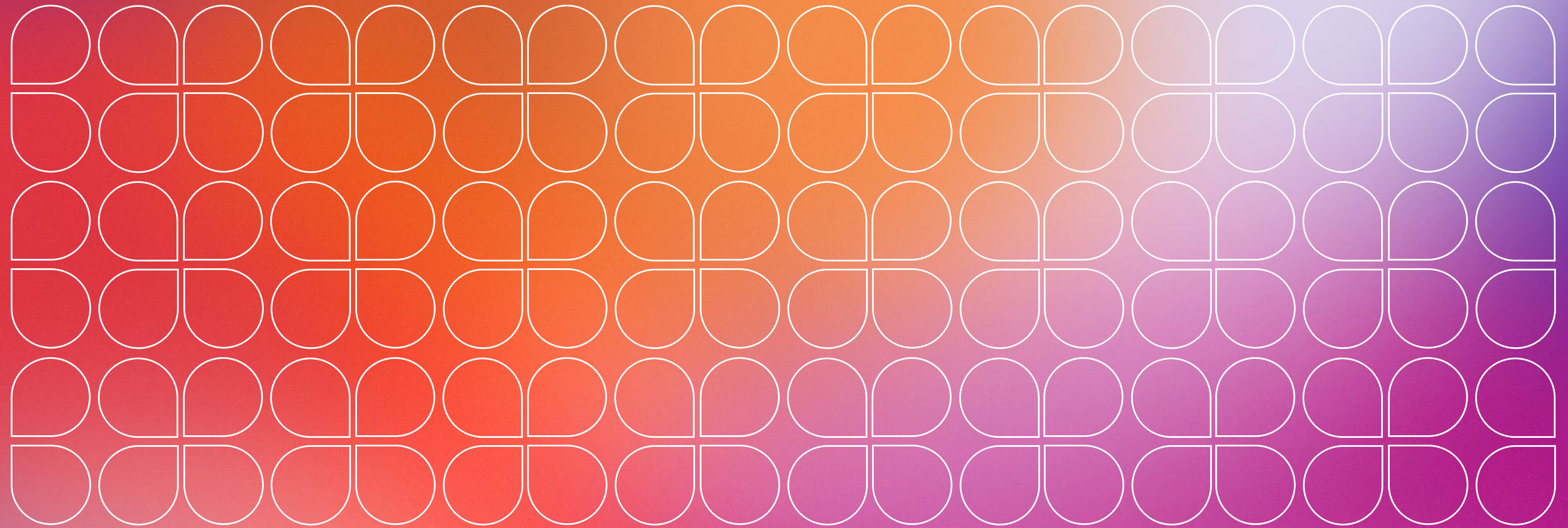
Production support and assurance for AI-built applications.

Interact – AI Conversational Assistant

A Drupal-native conversational interface trained on your content.

Managed Drupal Hosting

Secure, scalable hosting designed specifically for Drupal.



Interact – AI Conversational Assistant

Interact: AI Conversational Assistant.

A conversational interface built for Drupal.

Interact is Adaptive's Drupal-native AI conversational assistant, designed to help users find information quickly, naturally and accurately – using your own content as the source of truth.

Unlike generic chatbots, Interact is trained on your Drupal content and structured data. This allows it to provide relevant, contextual responses while remaining transparent, auditable and aligned with organisational governance.

Interact improves user experience, accessibility and self-service – reducing friction for users while providing insight into the questions they're asking and the information they need most.

Interact helps organisations reduce support burden, improve content discoverability, and increase self-service while retaining full control over data, behaviour and risk.

What this service covers:

- Drupal-native conversational AI interface
- Training on client-owned content and data
- Natural language search and question answering
- Accessibility-friendly interaction
- Multilingual support (where required)
- Analytics and insight into user queries

How Interact is delivered (SaaS).

Delivered as a managed SaaS service.

Interact is delivered as a Software-as-a-Service offering, hosted and operated by Adaptive.

Adaptive is responsible for:

- Platform availability and maintenance
- Security and monitoring
- Updates and improvements
- Operational support

Customers do not need to manage infrastructure, AI tooling or model operations directly.

Service characteristics:

Secure, managed hosting

Predictable subscription model

UK-based delivery and support

Designed for public-sector use

AI governance, security and compliance.

AI with control, not automation without accountability.

Interact is designed to support responsible, production-ready use of AI in public-facing digital services.

Rather than acting autonomously, Interact operates within clearly defined boundaries, using client-owned content as the source of truth and applying structured controls around how responses are generated, reviewed and improved over time.

AI behaviour is observable, reviewable and governed – ensuring organisations retain visibility, accountability and control.

Service characteristics:

Governed AI behaviour with defined boundaries

Client-owned data and content as the source of truth

Observable, reviewable AI interactions

Secure configuration and access controls

Privacy-aware data handling (GDPR aligned)

Auditability and accountability built in

Operated within Adaptive's ISO-aligned delivery framework

Accessibility & inclusion.

Accessible by design, not added later.

Accessibility isn't a separate service or a final compliance check – it's built into how Adaptive designs, delivers and supports digital services.

We work with organisations that need their platforms to be usable, inclusive and compliant for all users, including those with access needs, assistive technologies, or limited digital confidence. Our approach focuses on practical improvements that make real services easier to use – not theoretical compliance alone.

Accessibility is considered throughout discovery, design, development and ongoing support. We help teams understand where barriers exist today, prioritise what matters most, and make improvements that are sustainable over time.

Our work is informed by recognised accessibility standards and real-world usage – ensuring platforms remain usable, compliant and inclusive as they evolve.

How accessibility is supported:

WCAG-aligned accessibility reviews and audits

Inclusive UX and content design practices

Accessibility considered alongside performance and security

Practical recommendations prioritised by impact and risk

Support for public-sector accessibility obligations

Ongoing guidance to maintain accessibility over time

Onboarding & support.

A structured start, followed by dependable day-to-day support.

Onboarding is designed to ensure services start in a controlled, low-risk way – with clear ownership, agreed ways of working, and a shared understanding of the platform from day one.

We take time to understand the service, its users, and any operational or compliance requirements before support begins. This creates a clean baseline and avoids hidden risk once the service is live.

Once onboarded, support is delivered through a consistent, predictable model. Requests are handled by a UK-based team with clear escalation paths, visibility of progress, and agreed response times.

Support is not limited to reactive fixes. We provide ongoing guidance, structured reviews, and planned improvement – helping teams keep services stable, secure and evolving over time.

How onboarding and support work:

- Structured onboarding and service handover
- Agreed support access and ways of working
- UK-based support team and Service Desk
- Clear response, escalation and resolution processes
- Regular reviews and visibility of service health
- Ongoing support with optional improvement work

Pricing & buying model.

Clear, predictable pricing – designed for public-sector buying.

Our services are priced to support straightforward procurement, clear budgeting, and flexibility over time. Buyers can engage Adaptive on a one-off basis, through ongoing support, or via a combination of both.

Where services are subscription-based (such as SaaS or managed services), pricing is fixed and predictable. Where work is delivered as projects or time-boxed engagements, costs are clearly defined upfront and agreed before delivery begins.

This approach allows organisations to start small, validate value, and scale services over time – without long-term lock-in beyond agreed contract terms.

All pricing models are designed to align with G-Cloud buying routes and can be easily matched to internal approval and budgeting processes.

How services are bought:

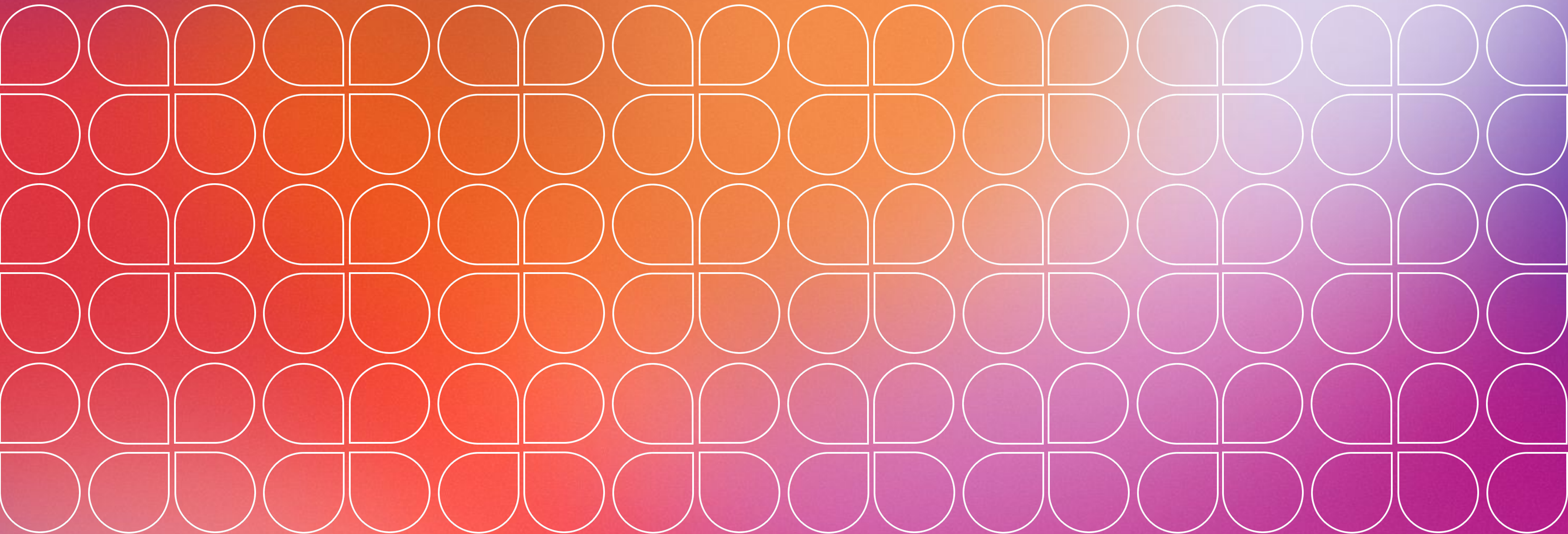
Fixed monthly subscriptions (where applicable)

Clearly scoped one-off engagements

Optional ongoing support and improvement

Transparent pricing with no hidden costs

Easy alignment with G-Cloud call-off contracts



Case Studies

Access Agriculture

Extending Drupal with AI-powered conversational search for global access

The challenge

Access Agriculture needed to make a large library of farmer-to-farmer training content easier to discover and use across multiple languages, regions and low-connectivity environments.

Traditional navigation and keyword search struggled to surface relevant content quickly – particularly for users with limited digital literacy or unreliable internet access.

The challenge was compounded by several factors:

- Content was not always consistently indexed or structured for search
- Multilingual delivery included lower-resource languages with limited AI training data
- Existing architecture required changes upstream – including content modelling, metadata conventions and extraction pipelines – not just AI prompting
- Strong governance was essential to ensure AI-assisted responses remained accurate, explainable and grounded in trusted sources for funders and stakeholders

What we delivered

- AI-powered conversational search integrated directly into Drupal
- Multilingual question-answering across videos, transcripts and structured content
- Retrieval-augmented generation using client-owned content as the source of truth
- Support for low-bandwidth and offline-first usage scenarios
- Governance controls to ensure responses remain accurate, transparent and auditable

Impact:

Improved content discovery across multilingual libraries

Successful AI responses grounded in verified Drupal content

Transparent, auditable AI behaviour

Reduced reliance on manual browsing and navigation

Consistent AI responses across languages and regions

Thank You

If you'd like to explore any of the services outlined in this document in more detail, we're happy to provide further information, demonstrations, or supporting documentation.

We look forward to the opportunity to work together.

Adaptive
UK-based Drupal specialists
G-Cloud 15 supplier

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