



**Your Digital Growth Partner  
In the UK**



# Services | Acquia Services

## Acquia DXP Consulting & Implementation

End-to-end consulting and implementation for Acquia's Digital Experience Platform (DXP), which combines Drupal content management with Acquia's marketing and data tools to deliver cohesive, data-driven digital experiences across channels

## Acquia Cloud Platform & DevOps Enablement

Support services to maximize the value of Acquia Cloud Platform for hosting Drupal sites, combined with DevOps enablement. Axelerant assists in setting up robust cloud environments, CI/CD pipelines, and best practices so your digital services are reliable, secure, and easy to update.

## Digital Asset Management (DAM) Consulting & Support

Axelerant offers comprehensive support for Digital Asset Management (DAM) and Product Information Management (PIM) systems — from initial strategy and implementation to ongoing support. We help public sector teams centralize, govern, and scale asset and product data operations for greater efficiency, accuracy, and digital maturity.

## Web Accessibility Compliance Consulting (Monsido)

Advisory and implementation service using Acquia's Monsido (Web Governance) tool to ensure websites meet accessibility standards. Axelerant will configure Monsido's automated scanning for your sites and provide expertise to help your team fix issues and achieve WCAG compliance, improving inclusivity and reducing legal risk.





# Services | Acquia Services

## **SEO & Answer Engine Optimization (AEO) Advisory**

Axelerant provides strategic advisory and implementation support to improve your digital content's visibility across search engines and emerging answer-based platforms. Using tools like Acquia's SEO suite (powered by Conductor), SemRush etc. We help public sector teams optimize content for both traditional search and structured, AI-driven results.

## **Acquia Campaign Studio Consulting & Implementation**

Axelerant provides full lifecycle support for Acquia Campaign Studio (Mautic), helping public sector teams plan, implement, and optimize automated multi-channel engagement. We ensure effective configuration, integration, and enablement of internal teams.





# Services | Drupal Services



## Drupal Consulting & Strategy

Expert guidance on leveraging Drupal to meet your business goals, including strategic planning, architecture design, and implementation roadmaps for optimal results

## Drupal Development

Comprehensive development services to build, customize, and enhance Drupal websites and LocalGov Drupal distribution, ensuring robust functionality, performance, and scalability.

## Drupal Continuous Development & Maintenance

Ongoing development, technical support, and proactive maintenance to ensure your Drupal site remains secure, high-performing, and aligned with evolving business needs.

## Drupal Migration

Seamlessly migrate your existing website to Drupal, preserving data integrity, enhancing performance, and minimizing downtime.

## Headless Drupal

Implement headless Drupal solutions using modern frameworks like Angular, React, Vue, and Next.js for dynamic, high-performance web applications.

## Drupal Staff Augmentation

Axelerant provides staff augmentation services as needed for Drupal-based web development projects, seamlessly integrating vetted Drupal talent into your team.





# Services | LocalGov Drupal Services

## LocalGov Drupal Consulting & Strategy

Expert guidance on adopting and scaling LocalGov Drupal for councils and public sector bodies. We help define information architecture, service taxonomy, content models, accessibility standards, and implementation roadmaps aligned to GDS, WCAG, and local government best practices.

## LocalGov Drupal Implementation

End-to-end implementation of LocalGov Drupal, including site setup, theme configuration, content modelling, service pages, directories, and workflows. We ensure a fast, compliant, and user-centred launch tailored to your council's needs.

## LocalGov Drupal Migration

Seamless migration from legacy CMS platforms or existing Drupal sites to LocalGov Drupal. We preserve content integrity, URLs, metadata, and accessibility while improving performance, usability, and maintainability.

[www.axelerant.com](http://www.axelerant.com)

## LocalGov Drupal Continuous Development & Maintenance

Ongoing development, enhancements, security updates, and platform maintenance to keep your LocalGov Drupal site stable, secure, and up to date with the evolving LocalGov Drupal roadmap and community releases.

## LocalGov Drupal Integrations

Integration of LocalGov Drupal with third-party systems such as CRM, case management systems, payment gateways, mapping services, forms, analytics, and internal council platforms to enable joined-up digital services.

## LocalGov Drupal Support & Staff Augmentation

Flexible support and staff augmentation models, providing experienced LocalGov Drupal developers, architects, and support engineers to work alongside internal council teams as needed.

Strategy. Design+Build. Grow.



# Services | Salesforce & Hubspot Services



## **Salesforce Consulting, Implementation & Support Services**

End-to-end Salesforce cloud services delivered by a certified Salesforce partner. Axelerant provides full-cycle Salesforce CRM consulting, implementation, customization, integration, and ongoing support. We leverage multi-cloud Salesforce expertise (Sales Cloud, Service Cloud, Marketing Cloud, Data Cloud, etc.) to tailor the platform to your business needs, driving improved customer experiences and operational efficiency

## **HubSpot Multi-Hub Implementation & Support**

Comprehensive HubSpot implementation and optimization service for UK public sector organizations, covering Sales Hub, Marketing Hub, Service Hub, and HubSpot CMS. Includes strategy, configuration, data migration, custom integrations, and ongoing support to ensure the platform delivers operational efficiency, citizen engagement, and measurable ROI.





# Services | AWS Services

## AWS Cloud Engineering & Managed Services

Comprehensive AWS service offering for UK public sector organisations. Covers strategy, architecture, migration, hosting, cost optimisation, and ongoing management — enabling scalable, secure, and high-performance cloud platforms. Delivered via managed projects or embedded engineering teams, the service ensures compliance, agility, and operational excellence across every AWS engagement.





# Services | Design & Marketing Services



## User Experience & UI Design Services

Full-spectrum UX and digital design services to help UK public sector bodies design citizen-centric websites, portals, and applications. Covers discovery, strategy, IA, UI/UX design, and design systems. Delivered through research-driven, agile engagements with a focus on accessibility, clarity, and measurable outcomes like conversion, engagement, and ease-of-use.

## Digital Marketing & Growth Enablement Services

Strategic digital marketing and growth services for organisations and mission-driven entities. Helps teams grow audience reach, improve citizen engagement, increase campaign performance, and drive meaningful actions through omni-channel campaigns, analytics, and continuous experimentation. Delivered through a mix of consulting, hands-on delivery, and growth audits.







# Services | Quality Assurance (QA) Services



## Quality Engineering & Test Automation Services

End-to-end quality engineering services for digital platforms and cloud-native applications. We help organisations build accessible, high-performing, and reliable services through modern QA practices, automation, and expert testing. Our engineers act as strategic quality partners — not just testers — from planning to deployment.





# Services | Data and Artificial Intelligence Services

## Data Engineering & AI Enablement Services

Axelerant provides strategic and hands-on support for organisations to build robust data pipelines, real-time analytics systems, and scalable data lakes — with a strong focus on cost-efficiency, data quality, and readiness for AI. We enable faster decisions, better service delivery, and automation through advanced data architectures and machine learning integration.





# Services | Mautic Services

## Mautic Marketing Automation Implementation & Support

Implementation, configuration, and support services for Mautic — the open-source marketing automation platform. Designed for public sector teams seeking cost-effective, GDPR-compliant outreach and engagement, we help teams launch targeted campaigns, personalise communications, and integrate with CRMs or CMS platforms.



# We are Axelerant

We're a *people x digital* experience agency blending AI with human creativity to deliver transformational outcomes.

## Business

**12+**

Years of successful Operations

**6 countries**

Global presence

**350 +**

Projects Delivered

**>100 Enterprise**

**projects**

**100 +**

Certified Employees

**NPS**  
Net Promoter  
Score

**79.6**

▲ 4.2

01 Jan 2024 - 28 Feb 2025

TOTAL RESPONSES  
98

PROMOTERS  
79

PASSIVES  
18

DETRACTORS  
1

**40 %**

Recurring client Portfolio

**95 %**

Client retention rate

**4.5**



Glassdoor rating

## People

**160+**

Employees

**~ 90 %**

Employee Retention Rate

**~ 5 years**

Avg. Employee Tenure



[www.axelerant.com](http://www.axelerant.com)

Strategy. Design+Build. Grow.

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# We work with **industry leaders**



## Industries



Healthcare & Life Science



Education



Retail & Commerce



Non Profits



Digital Agencies & Advertising



Financial Services & Insurance



Media & Entertainment



Real Estate

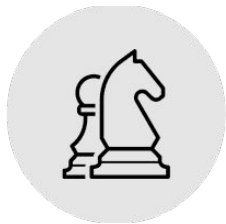


Private Equity



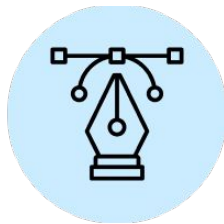


# Your Full Service Digital Partner



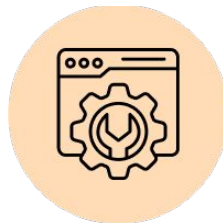
## Strategy

Aligning digital initiatives with clear, measurable business outcomes



## Design

Creating intuitive, engaging, human-centric experiences



## Build

Developing robust, scalable, and future-ready digital solutions



## Grow

Continuously optimizing experiences for sustained growth and impact



# Strategize & Plan



## Craft Product Market Fit

- Product UX Roadmaps
- User Journey Mapping
- Marketing & Design Audit
- Customer Persona Development

## Leverage Your Digital Presence

- Ecosystem Mapping
- Service Blueprinting
- Audience Segmentation
- Market Research
- Competitor Analysis

## Craft Platform Roadmaps

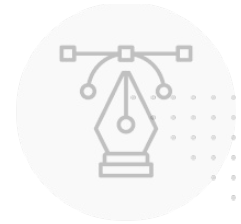
- Platform Audit & Discovery
- Replatforming Strategy
- Content & Personalization Strategy
- Solution Architecture
- Digital Roadmap

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# Design & Innovate



- Heuristic Evaluation
- Wireframes & Prototyping
- Design Systems
- Information Architecture
- User Interface Design
- Visual Identity & Branding

## Technologies & Tools

 Figma  Sketch *Canva*  Adobe  HARPA.AI  Ideogram





# Build & Run

- Digital Experience Platforms
- Product Engineering
- Cloud Engineering
- Data Engineering
- Experience-led Commerce
- Content Management Systems
- DAM & PIM
- Headless Solutions



## Technologies & Tools

### Platforms



### Content Management Systems



### Data, Automation and AI



### E-Commerce

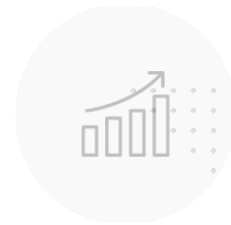


### Digital Engineering





# Grow & Optimize



- Marketing Automation
- A/B Testing
- Personalization
- SEO & AEO
- Conversion Rate Optimisation
- Multi-Channel Campaigns
- Analytics
- Customer Data Platforms

## Technologies & Tools

HubSpot



Optimizely

VWO



lytics



Google  
Analytics



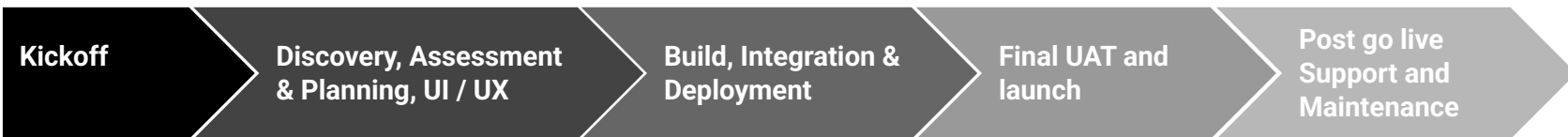
SEMRUSH

18

crazyegg



# Implementation Approach



## Delivery Management and Governance

Role based Handbook  
SOPs

Operational Set up

Ways of Working

Accountability via RACI

Streamlined task management

Reviews & Retrospective

Governance Check-ins

Feedback & Continuous

Improvement

Quantitative & Qualitative

Metrics

Pre, During & Post

Checklists

Stabilisation

Monitoring Set up

Continuous Development

Training & Documentation





# Flexible, Cost-effective **Service Models**

1



## Managed Staffing

Dedicated remote teams staff augmentation / retainer basis

2



## Managed Projects

Fixed scope / cost turnkey project / feature delivery

3



## Flexible Support

SLA based application support / maintenance



## **A Transformed Digital Experience and Content Publishing for OHCHR.org**

### **Tech Stack**

Drupal 8,9



## **Rebuilding Mayfair House's eCommerce Website For Growth and Scalability**

In Collaboration with



### **Tech Stack**

Drupal, Pantheon



## **Engineering an Intuitive, Accessible, Secure, and, Personalized DXP for the University of East London**

### **Tech Stack**

Drupal 8, Acquia Cloud, Acquia Site Studio, Site Studio UIKit

Visit <https://www.axelerant.com/success-stories> to check out our latest portfolio and detailed case studies



## **Transforming Kohler's Website – A Scalable, Secure, and High-Performance Solution**

### **Tech Stack**

Drupal , Next.js, AWS Hosting,  
Kubernetes, Helm, Terraform, JSON  
API, REST API, Akamai, and Tangram



## **Product/Platform Assessment and Digital transformation**

for Private Equity  
investments in Media and  
Entertainment/ Sports  
Adventure/ Consumer  
markets

### **Tech Stack**

Drupal, Salesforce, Hubspot, AWS,  
Shopify, Front End frameworks



## **Digital Transformation of A Global Composite Decking Manufacturer**

In Collaboration with  
**ACQUIA**

### **Tech Stack**

Drupal 10, Drupal Commerce, Acquia  
DAM, Acquia PIM, Acquia Edge,  
Acquia Cloud, HubSpot Forms

Visit <https://www.axelerant.com/success-stories> to check out our latest portfolio and detailed case studies



## **Transforming The American Medical Association's Health Equity Website**

### **Tech Stack**

Drupal 10, Cadmore Media



## **Scaling Email Marketing for an ECommerce SaaS with Multi-Tenant Mautic**

### **Tech Stack**

Multi-Tenancy Mautic, Kubernetes,  
Python API, Argo CD, PHP,  
Onboarding API



## **Architecture and Platform Blueprint Consulting**

### **Tech Stack**

Acquia DAM

Visit <https://www.axelerant.com/success-stories> to check out our latest portfolio and detailed case studies



# Accreditations







# Awards & Accolades



**Splash Awards**

Switzerland

*for Social/ Non Profit & Healthcare*





# Customer Success



Value  
Driven  
Delivery



Identify and align on key success metrics of the project



Clear Definition of Done & iterative feedback cycles



Governance Check-ins - Risks, Dependencies & Retrospectives



Value Discovery Workshops - Assess current & desired state



<Client>  
Strategic  
Goals





## **Axelerant Technologies UK Limited**

A Fully-Owned Subsidiary of Axelerant Technologies, Inc

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