



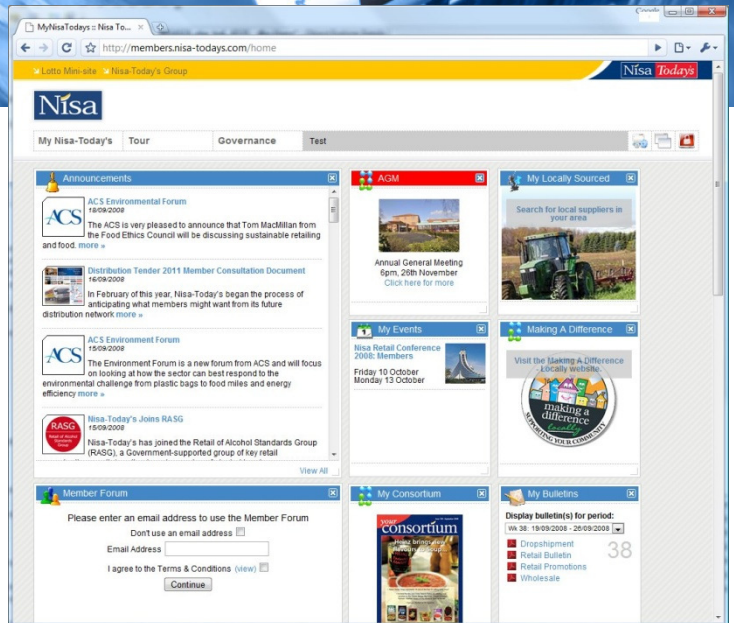
“the UK’s largest buying and distribution group for independent retailers”

Majestic have a longstanding working relationship with Nisa-Today’s, and have completed a wide range of web development and hosting projects over the past 8 years. The objective behind the latest website redevelopment project was that the website should become a gateway for member’s daily interactions with Nisa-Today’s with the additional aims of improving communications and decreasing costs.

One of the most innovative features introduced on the site was a uniquely personalised homepage allowing members to tailor content to their specific requirements and interests. The homepage design makes use of multiple separate content windows, each of which can be dragged to any location on the page, resized or closed down completely as required by the user. All layout changes made by the user are automatically stored for subsequent visits giving members complete control in creating an online environment specifically suited to their individual needs.

Other features introduced to improve communications and encourage regular use of the site are a new forum providing direct contact between members and staff at Nisa-Today’s and a messaging area displaying daily communications such as delivery times and details of the latest offers available. The messaging area has been fully integrated with the existing Nisa-Today’s online message delivery system, also developed by Majestic, in order to allow messages delivered by sms, email or fax to be published automatically on the website. The website also allows members to specify their preferred message delivery method from a number of options available, providing a further layer of personalisation in the company’s online relationship with members.

Some of the other features included in the members site include content areas providing details of the latest member announcements and bulletins, access to applications such as webmail, Nisa’s online ordering system and point of sale label printing and a documents area giving access to key publications within an easy to use, Windows-style collapsible folder structure.



Project: Website Redevelopment

URL: members.nisa-todays.com

Features:

- Customisable homepage content
- Flexible “drag n’ drop” homepage layout
- Tailored content delivery by member group
- Online tour
- Member forum
- Message delivery
- Events mini-site
- Online ordering
- Point of sale generator
- Price comparisons
- Webmail
- Integrated documents archive