

AltaDX and Millennium Systems International Announce Strategic Partnership

This partnership brings AI Agents to Salon, Spa, and & Wellness Operators

FAIRFAX, VA, UNITED STATES, September 18, 2026 /EINPresswire.com/ -- The partnership pairs AltaDX's OMAP® (Outcomes Micro Agents Platform) a suite of purpose-built AI agents with Millennium Systems International's salon, spa & med spa management platform, Meevo.



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Bob Maconi, VP of Strategic Accounts, MSI

AltaDX, the fitness, wellness, and beauty technology company behind OMAP, today announced a strategic partnership with Millennium Systems International (MSI), makers of Meevo, the salon, spa & med spa management platform.

OMAP is a suite of AI agents — digital hires — purpose-built for the fitness, wellness, and beauty industry, that plug into the systems operators already use. From one platform, they can fill open appointment slots, win back lapsed clients, and recover at-risk revenue without operators piecing together separate solutions. That orchestration is central to what the [Meevo integration](#) will bring to shared customers.

With OMAP agents, operators can expect a better client experience, more staff time with guests, and lower operating expenses, —with agents working in the background so teams aren't buried in repetitive tasks.

The partnership builds on an existing technology relationship between the two companies and will bring AltaDX's OMAP agents to Meevo customers through the Meevo Xchange® Partner Marketplace.

As the integration comes online, AltaDX and MSI plan to introduce OMAP through joint webinar sessions and workshops, giving operators a direct look at how the agents fit into the tools they already use.

"We have deep respect for Meevo and the operators who run their businesses on it. Bringing our digital hires to MSI's customers means helping already-great salons and spas book more appointments, retain more clients, and capture revenue that would otherwise slip away, all

without asking their teams to do more.”

— Dharmesh Trivedi, COO, AltaDX

“Anything that gives my staff time back with clients instead of chasing no-shows and empty slots is a win. Having AI agents that just work in the background, inside the platform we already use every day, is exactly the kind of tool that makes a difference in our day. Through my role supporting Meevo users, this is the type of partnership I get excited to bring to other owners & operators.”

— Bob Maconi, Salon Owner & VP of Strategic Accounts, Millennium Systems International

The partnership reflects a shared focus on helping salon, spa, and wellness operators automate client outreach and booking so their teams can spend more time with guests. AltaDX and MSI will share further details on the integration and go-to-market plans as they become available.

About AltaDX

AltaDX is a fitness, wellness, and beauty technology company co-founded by Al Noshirvani, Dharmesh Trivedi, and Tara Levitt. AltaDX partners with health, fitness, beauty, and wellness operators to modernize their technology ecosystems through strategic consulting, custom software development, and OMAP®— a growing library of AI agents built as digital hires for the industry. Learn more at omapagents.ai.

About Millennium Systems International

Millennium Systems International is the leading business management software provider for the beauty and wellness industry and the maker of Meevo. Built over three decades of insight, innovation, and disruption, Meevo is a true all-in-one solution for sophisticated salons, spas, and med spas looking to bolster their successes. Meevo grows with you, supporting your goals and vision every step of the way with reliable tools you can count on today and tomorrow. Meevo is HIPAA compliant and user-friendly, with more than 150,000 users logging in daily to help their salon, spa, and med spa businesses thrive.

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