



A software studio at intersection of data, creative, and engineering

Myplanet is a software design studio that specializes in creating digital experience platforms for omnichannel retailers, ecommerce companies, telecom, grocery, and other global brands.

Our specialty is building custom user experiences that guide customers on an orchestrated journey from discovery to purchase and loyalty.

We have worked with major brands like New Balance, Avicanna, Equinix, and more on building bespoke experiences that delight customers and lead to increased revenue and retention.

Founded in 2009, Myplanet is a certified BCorp. Learn more at <https://www.myplanet.com/>.

The world's top brands trust Myplanet



Why we focus on Headless

Rapid creation

Headless technology is more efficient and quicker to work with, meaning you get a faster time-to-value.

Best in class

With headless, you get to pick the highest quality provider for every part of your bespoke experience. No more being forced to use what a provider wants to give you.

Future-proof

Headless technology can be updated with plug-and-play style implementations, so you can always upgrade to the newest and best when it becomes available.

We specialize in creating digital experience platforms.

Want to know more about the promise of headless technology? [We wrote a Manifesto.](#)

What types of projects does Myplanet help with?

Multi-Channel Ecommerce

Myplanet helps build out the entire omnichannel experience.

Custom User Experiences

Leveraging best in class headless technologies, Myplanet can build any bespoke experience you can dream up.

Digital Transformation

When you want to link ecommerce, build other digital experiences, or move to an entirely headless implementation, Myplanet is able to build that out.

Omnichannel Optimization

Myplanet builds data connections for customer-focused dashboards and analysis.

Myplanet industry verticals

- Luxury retail
- Physical and ecommerce omnichannel retail
- B2C and B2B commerce
- Telecom
- Grocery
- Liquor and spirits
- B2B technology

Case Studies



Industry: Retail and ecommerce technology.

The problem: Equinix wanted to streamline their customer experience and build a more intuitive, consolidated data framework.

Working with Myplanet: We helped Equinix develop a brand new data strategy for product and design practices to consolidate over 100,000 pieces of data.



Industry: Medical cannabis.

The problem: In the crowded medical cannabis space, innovative biopharmaceutical company Avicanna was getting lost in the mix.

Working with Myplanet: We helped Avicanna launch their first-ever ecommerce implementation, launch their new product, and keep up with strict regulations in the emerging medical cannabis space.



Industry: Sports attire.

The problem: NewBalance wanted to reach customers at every touchpoint to build brand affinity across stores, ecommerce, and other distribution partners.

Working with Myplanet: We helped New Balance build a bespoke app to meet customers where they were at, building brand loyalty and increasing sales through consolidated customer-focused data.

Contacting Myplanet

If you have any questions about Myplanet or building a bespoke, headless digital experience for your organization, please don't hesitate to get in touch.

Thomas Mulreid

thomas.m@myplanet.com

Project scoping and understanding how Myplanet can work with your organization

Matthew Finch-Noyes

matthew.f@myplanet.com

Partnerships and collaborating with Myplanet