



# D-LABOTARY

Software as a service  
Industry



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# Overview

## About D-Lab Business Solutions



D-Lab, short for Digital Laboratory, is a peer-to-peer software review platform. They work closely with SaaS (Software as a Service) brands such as Salesforce and Monday.com to bring you in-depth, well-researched software reviews from industry experts in IT, marketing, sales, business data, and more. Launched in 2023, D-Lab is proud to be the first of its kind in South Africa, helping businesses and individuals connect with the right software solutions through reliable, expert-backed information.

D-Lab makes money through several revenue streams:

- Paid Listings & Advertising – Software vendors pay for enhanced visibility on D-Lab, including featured placements, sponsored content, and advertising.
  - Lead Generation – Companies can pay for access to potential customer leads generated through D-Lab's platform.
  - Subscription Services – D-Lab offers premium analytics and data insights to software vendors, helping them understand market trends and customer sentiment.
  - Referral Commissions – D-Lab earns commissions when users purchase software through its platform.
  - Partnerships – Collaborations with SaaS companies and other industry players contribute to revenue through strategic agreements.
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# Overview



## My experience with the brand:

Working with Daniel Lingaard has been an eye-opening experience. D-Lab pushed me as a digital marketer, requiring me to learn quickly, adapt, and make fast decisions. I went from basic tasks to highly technical work, which strengthened my skills. To keep up, I had to think like a cloud software expert — almost like a mini Albert Einstein and a scientist. That's why I proposed making the website nerdy, simple to use, and tech-friendly. Over time, it will evolve into its best version.

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# SKILLED IMPLIMENTED



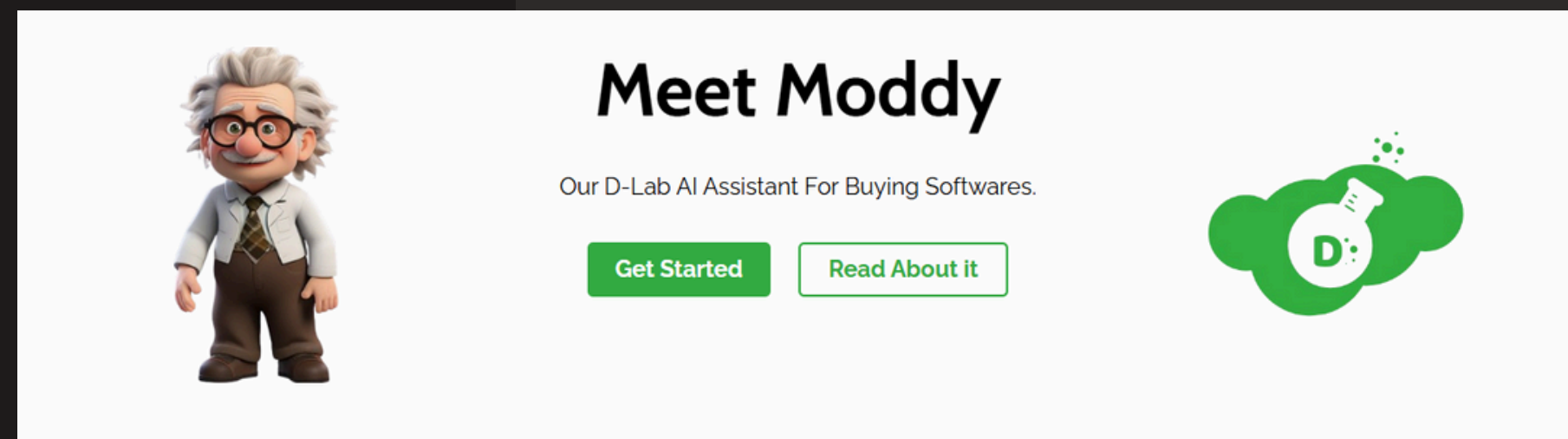
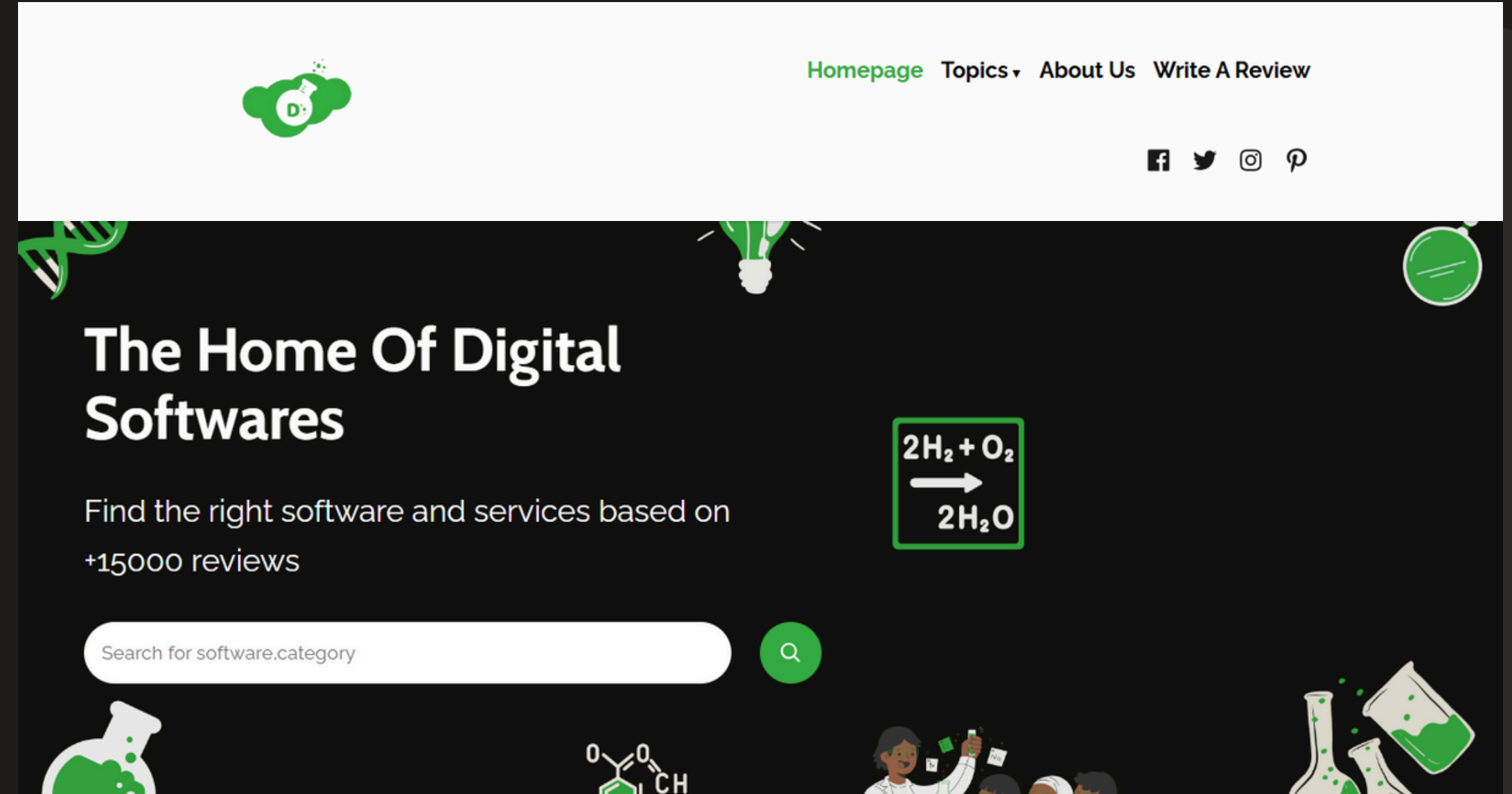
Logo Design  
Website Design  
Content writing  
UI interface configuration

Email Automation  
ALPHA ai ChatBot  
Pop-up  
Ai lead generation

Data tracking intergration  
Peer to peer UI


# Website Design

The client wanted the site to feel peer-to-peer friendly, with a user experience that focused on three things: user involvement, brand-friendly appeal, and cloud-based servicing. Instead of using sleek modern textures, I went for a more fun, nerdy, and cartoony design – something playful but still professional. In the end, the client loved it and even decided to carry the same style across other integrations, like email.



# Website Design


Each Category had it's unique appeal:Chabot and E-commerce category



ChatGPT is an AI-powered conversational model developed by OpenAI, capable of generating human-like text responses. It is used for tasks such as customer support, content creation, and real-time conversational interactions.

★★★★★


[Learn more](#)



Tidio is a live chat and chatbot platform designed to help businesses automate customer support and engage visitors on their websites. It integrates with messaging apps like Facebook and provides real-time support and automation.

★★★★★


[Learn more](#)



Kore.ai is an AI-powered conversational automation platform that enables businesses to create and deploy chatbots and virtual assistants. It helps automate customer service, marketing, and sales interactions across multiple channels.


★★★★★

[Learn more](#)




★★★★★

[Learn more](#)




★★★★★

[Learn more](#)



★★★★★


[Learn more](#)



WooCommerce is an open-source e-commerce plugin for WordPress that enables businesses to build and manage online stores. It offers a range of customizable features and integrations with WordPress themes and plugins.

★★★★★


[Learn more](#)



Ecwid Commerce is a cloud-based e-commerce platform designed to be added to any existing website. It allows businesses to create online stores and manage inventory, payments, and shipping from one dashboard.

★★★★★


[Learn more](#)



Shopify Plus is an enterprise-level e-commerce platform that offers advanced features, scalability, and customization for large businesses. It provides robust tools for high-volume sales and global expansion.

★★★★★


[Learn more](#)



Wix is an easy-to-use website builder that includes e-commerce capabilities. It allows users to create online stores with customizable templates and marketing tools.

★★★★★


[Learn more](#)



Oracle Commerce is an enterprise-level e-commerce platform that provides personalized shopping experiences, omnichannel capabilities, and advanced analytics.

★★★★★

[Learn more](#)



Shopify Lite is a simplified version of Shopify that allows businesses to sell on social media or existing websites without a full online store. It includes tools for accepting payments and managing products.

★★★★★

[Learn more](#)



# Website Design

## Customer relationship Category Design

### CRM Software Catergory

Salesforce Sales Cloud is a customer relationship management (CRM) platform designed to support sales, marketing and customer support in both business-to-business and business-to-consumer contexts.

[Read more](#)

**Salesforce  
Sales  
Cloud**

★★★★★



Begin CRM allows for the intergration of Sales deals, support tickets, customer onboarding, order delivery, customer testimonials, contracts and everything in between intergrated into one platform.

[Read more](#)

**Begin by  
Zoho**

★★★★★



Learn more about ActiveCampaign's all in one customer automation CRM software system that provides personalised customer experiences that grow your business.

[Read more](#)

**Active  
Campaign**

★★★★★



Hubspot CRM is a all one software users can manage customer information,sort deals that are won or lost,track performance aimed at small to large business sizes.

[Read more](#)

**Hubspot  
Hub CRM**

★★★★★



Pipedrive provides comprehensive security options, including the ability to send automatic email notifications if a user acts suspiciously.Pipedrive has preset stages but you can easily edit their name, add, and remove them to create a custom pipeline that accurately reflects your unique customer relationships.

[Read more](#)

**Pipedrive**

★★★★★



Monday.com might be primarily known as a project management tool, but it's also a full-featured CRM tool thanks to its fantastically customisable interface and huge arsenal of creative tools.

[Read more](#)

**Monday  
CRM**

★★★★★



Close CRM is a solid choice for small to midsize sales teams. It's easy to use and has great built-in communication tools like an auto dialer. The interface is intuitive and importing leads is simple

[Read more](#)

**Close**

★★★★★



SAP is an enterprise resource planning (ERP) software that integrates various business processes, including finance, supply chain, and human resources, while its CRM capabilities help manage customer interactions and data.

[Read more](#)

**SAP cloud**

★★★★★



Manage everything from sales pipelines, customer engagement, and orders with ClickUp's 10+ highly flexible views. Easily track and manage your accounts on a List, Kanban Board, Table view, and more.

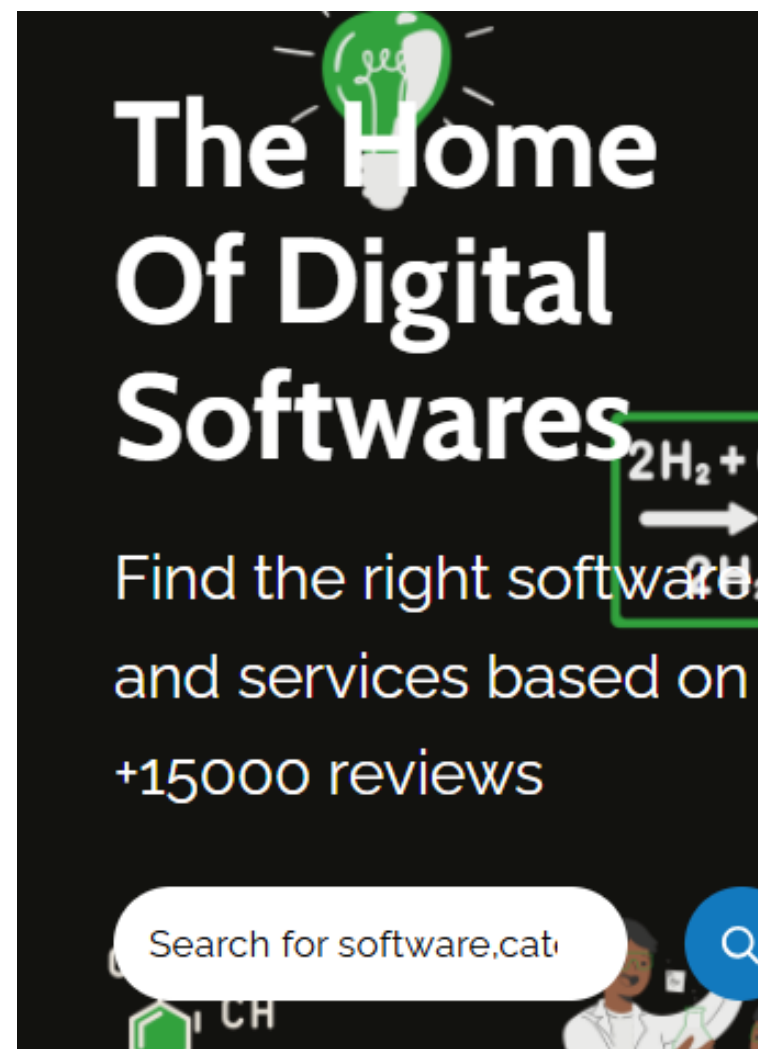
[Read more](#)

**Clickup**

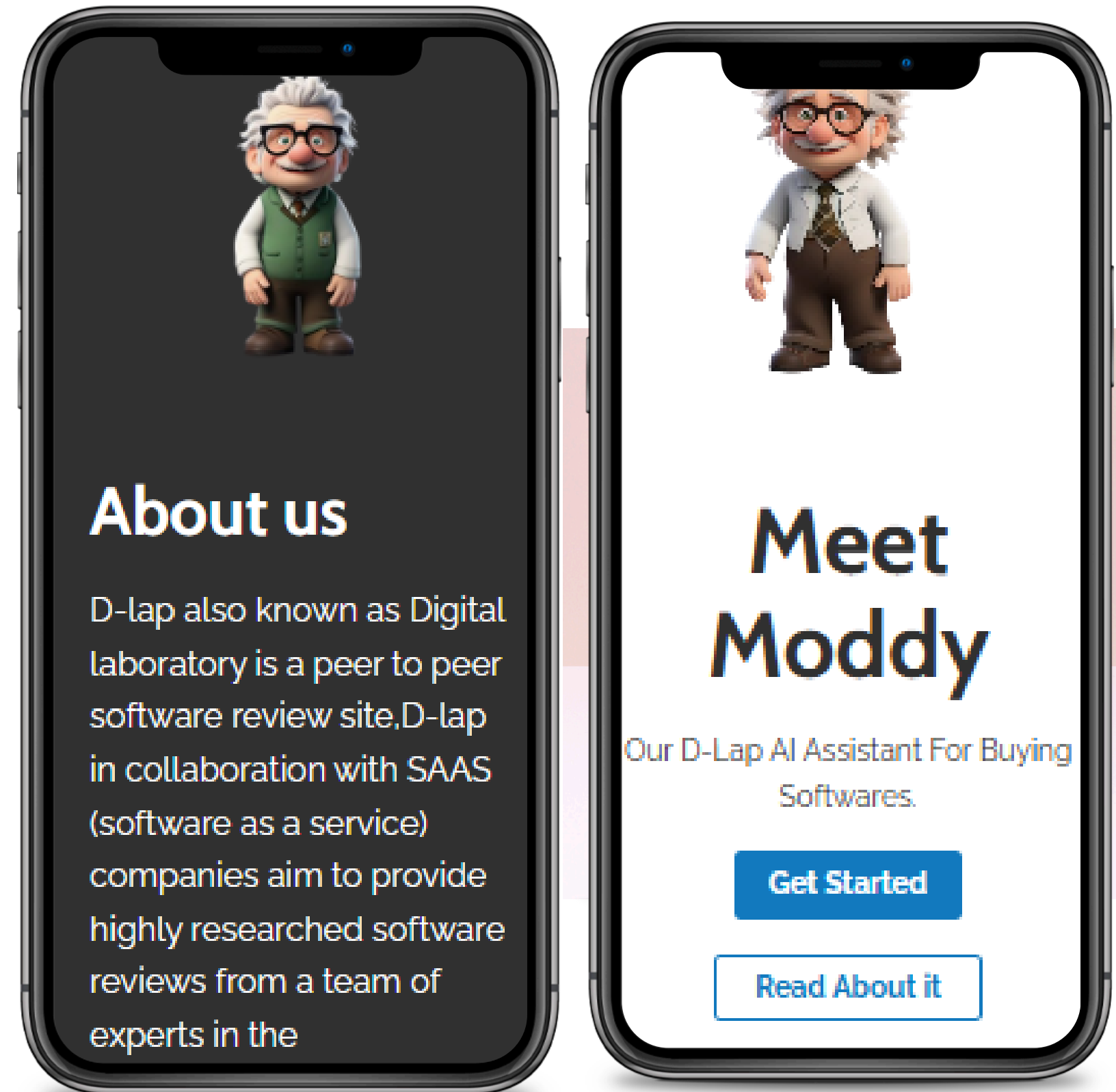
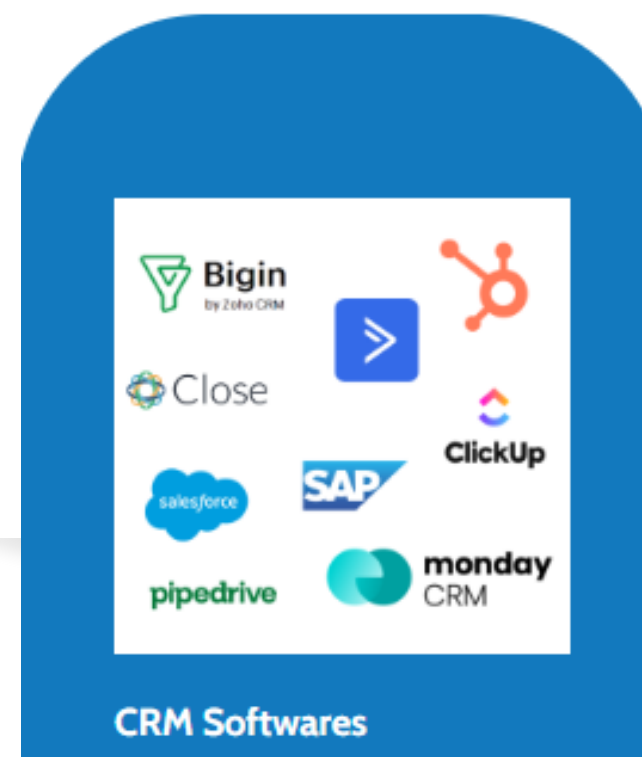
★★★★★



# Responsive Design



## Popular Software categories

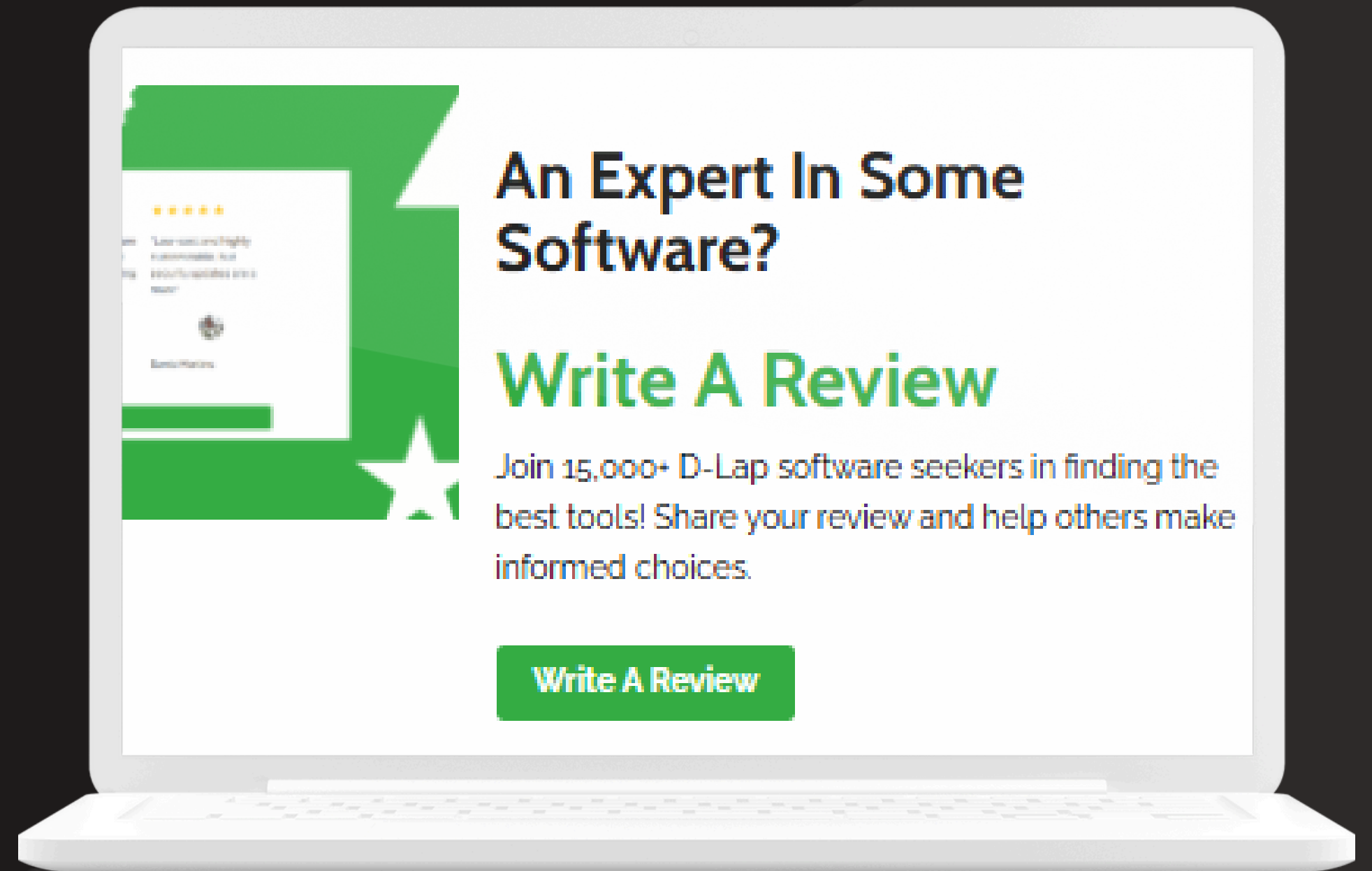




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# Write A Review Platform

D-Lab is all about community-driven insights, where individuals and invited experts share their real experiences with different software to help others make informed decisions. Behind the scenes, our review team carefully evaluates and publishes these reviews based on a set of company guidelines. This ensures every review is honest, reliable, and transparent — for both the software brands and the users who rely on them.



# PEER TO PEER UI INTERFACE

## Peer To Peer Reviews



Nina Banks

Data Analyst



"Super easy to use, but customization is limited."



Natalie Sanders

Wholesaler Supplier



"Ecwid is a great way to add eCommerce to an existing website."



Mikel Nkunku

E-commerce Strategist



"The free plan is great for testing, but scaling requires paid features."



Monica J

B2B Sales Director



"Integrates well with multiple platforms, but the reporting tools need work."

## Peer to Peer Reviews



Sizwe Munisi

Ux Designer



"Salesforce has been a game-changer for our sales team! The customization options and integrations make it easy to tailor the platform to our needs."



Paul Jens

Business Intelligence Supervisor



"I love how Salesforce keeps everything organized. Managing leads and tracking sales has never been this efficient."



Abby James

Data Analyst



"It took us a while to get the hang of it. There's a learning curve, and you really need training to maximize its potential."



Fortunate Ngema

Donor Retentions specialist



"Salesforce is powerful, but it can get expensive fast, especially if you need extra features and add-ons."



## Begin CRM Peer Reviews



Kayla H.

Business Intelligence

"I love how Begin simplifies lead tracking! The user-friendly interface makes it easy to monitor my sales pipeline. However, I've noticed it can be a bit slow when using mobile data."



Ronny D.

Digital Marketer

"Begin is incredibly affordable, and their customer support is top-notch. I get great value for my money, and whenever I need help, their team is super responsive."



Muhammad Bali

CRM specialist

"This CRM is simple yet powerful. It helps me stay on top of my sales activities without getting lost in admin work. If you're a small business looking to streamline processes, I'd definitely recommend Begin."




Chantel Jay.

Sales Lead

"What I love most about Begin is the customization! I've been able to tailor it to my business needs, and the seamless integration with other Zoho products has made my work so much more efficient."

Peers sharing their own insight on their personal experiences.As of current D-lab has +15 000 Reviews and counting.

# Industry Experts Share Their Info too



**Author**

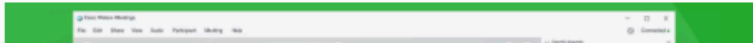
— Ammet Shebaab


Business Development Expert

### Webex Suite:

Webex Suite, developed by Cisco, is a comprehensive collaboration platform for video conferencing, messaging, and team collaboration. It provides a set of tools designed for virtual meetings, webinars, team chats, and file sharing. Webex integrates with various business tools and offers strong security and reliability for enterprise use. It is accessible on both desktop and mobile devices, making it suitable for remote work and large-scale communication.

[Try Webex](#)






**Author**


— Adam B

Sales B2B Director

### Overview

Shopify is a cloud-based e-commerce platform that allows businesses to create, manage, and scale their online stores. It offers a range of tools for product management, marketing, payments, and shipping. Shopify is designed to cater to entrepreneurs and large businesses alike with its flexible, user-friendly interface. It supports multiple sales channels, including online stores, social media, and physical retail locations.





**Author**


— Buhle Mabe

Remote HR officer

### Video conferencing a tool of Business

**What are video conferencing tools?**  
Video conferencing tools are digital platforms that enable face-to-face meetings online, no matter where participants are. They offer features like video calls, screen sharing, and chat, making remote communication seamless. Popular tools include Zoom, Microsoft Teams, and Google Meet.

**How do they impact businesses?**  
**1 Enhance collaboration** – Teams




**Author**

— Simpfiwe Khumalo

Business Data Specialist

### Begin by Zoho Software Reviews


Begin is a CRM tool developed for small businesses who want to manage data efficiently. Begin is made solely to be affordable for businesses that are on their path to growth and success.



Over +2000 Industry Experts have shared their 2 cents by acting as representatives for software brands by serving as hosts for articles.

# Review UI(User interface)

The review form consists of 12 questions, all designed to meet D-Lab's three main goals: Validity, Integrity, and Transparency.



## Welcome To D-Lab Reviews

Help other business solution seekers make the right buying decision by sharing your expert insight.

START →

### Select A Software Category

Give us an idea of your current work software

☐ CRM Softwares

☒ Chatbot AI Softwares

☐ E-commerce Software

☐ Marketing Automation Softwares

☐ Project Management Softwares

☐ Video Conference Software

NEXT →

### Select the Chatbot Ai software you want to review\*

Select one or more of the softwares you use at work

☐ ChatGpt

☐ Tidio

☐ Kore.ai

☐ SnowFlake

☐ Zoom

☐ Podium

☐ Gemini Ai

← PREVIOUS NEXT →

### How likely would you recommend the software\*

Your review will be published 4 Business days after you have submitted it. If your review is incentivised it may take 2-3 days. All Reviews are carefully investigated and analysed by our team.

1

2

3

4

5

← PREVIOUS NEXT →


### Describe your experience using ChatGpt\*

Tell us about your experience

← PREVIOUS There are incomplete required fields. Please complete them. NEXT →

### Send us a screenshot of your software\*

Help us send your software review to the Evaluation Team by sending us a screenshot of your software review

 Drag and drop files here  
Max. file size: 10.6MB

BROWSE FILES

← PREVIOUS NEXT →



# Early Alpha D-lab Chatbot

The Client Requested a Chatbot assistant that was supposed to assist the user with key roles which where mainly to answer questions based on a knowledge base but i went beyond expectations by creating a agent by the name Moddy

## Meet Moddy: Your AI-Powered Virtual Assistant



Moddy is your trusted virtual assistant, embodying the limitless potential of Generative AI. Designed to enhance and streamline the user experience for all members of the D-LAB ecosystem, Moddy sets itself apart through its versatility and intelligent adaptability.

## What Makes Moddy Unique?

Unlike other AI models, Moddy stands out due to its ability to fulfill multiple roles tailored to different users within the D-LAB ecosystem. Whether you're a buyer looking for the perfect software, a seller navigating the platform, or a reviewer submitting evaluations, Moddy is here to assist.

We are actively developing a user-friendly feature that will enable Moddy to anticipate your needs based on your initial queries. This advancement will allow Moddy to provide even more insightful and precise answers, tackling complex inquiries beyond its current capabilities.

## Moddy's Three Core Roles

### 1. Moddy The Product Recommender

Finding the right software can be overwhelming. Moddy simplifies your search by acting as your unbiased guide throughout your buying journey on the D-LAB marketplace. By considering your unique business needs, specifications, and requirements, Moddy provides tailored software recommendations to help you make informed decisions with confidence.

### 2. Moddy The Product Expert

As a personalized product expert, Moddy goes beyond simple recommendations. This intelligent chatbot educates software buyers about specific products and services, ensuring they understand their options fully. Moddy streamlines the purchasing process by:

- Building a client profile
- Conveying personalized value propositions
- Offering next steps for direct contact

### 3. Moddy The D-LAB Support Companion

Whether you're a software provider, services provider, or D-LAB reviewer, Moddy serves as your go-to support resource. With its expansive knowledge base, Moddy can assist with various tasks, including:

- Helping customers update their profiles and set up integrations
- Guiding reviewers through the status tracking of their submissions
- Answering pressing questions with accurate and up-to-date information



## The Future of Moddy

Moddy is continuously evolving to become even more intuitive and proactive in assisting users. With ongoing development efforts, Moddy will soon be able to predict user needs and provide enhanced solutions, making interactions smoother and more efficient across the D-LAB platform.

Experience the power of AI-driven assistance with Moddy—your reliable, intelligent companion in the D-LAB ecosystem.

Where you can find Moddy ? At the Homepage of our D-lap Website

# Moddy The Face OF D-lab

Moddy has 3000 Perimeters far larger than all the basic Ai Chatbots i have ever done,He spanned a period of 2 months to develop and he is able to collect leads and schedule appointments with users.He uses Chatgpt 4.0 as his API.

READ MORE ABOUT MODDY IN MY WEBSITE

**About us prompt**

System

Your name is Moddy the worlds best chatbot ai,who assists users with any related user enquiry.You use the knowledge base to understand user enquiry and if you do not know an answer you are honest enough to answer "i do not know",Use the users input and knowledge base data to answer their D-lap related questions.

User

User questions:{{ last\_utterance }}  
Data pulled from the knowledge base that relates to the question:{{ Response }}

Add

Submission Form

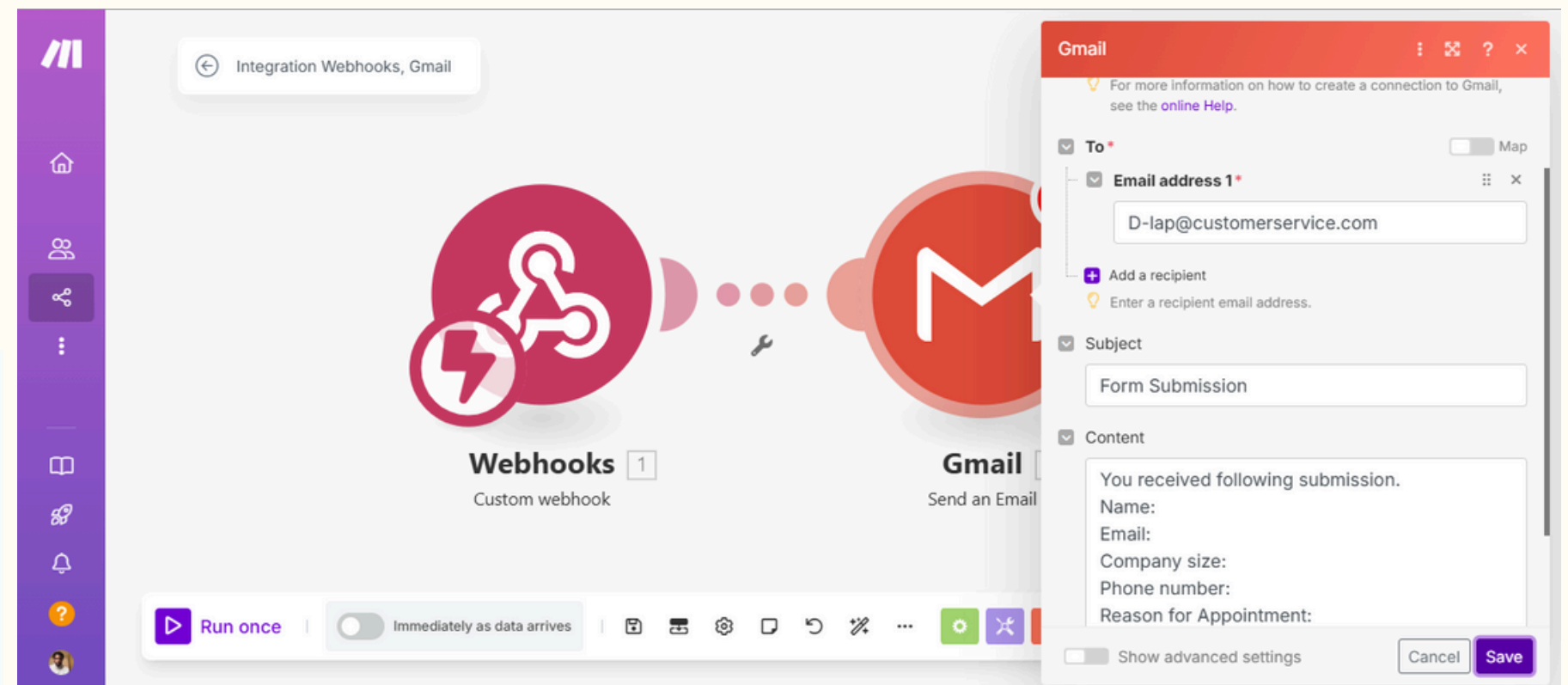
dlapreviews@gmail.com

to me

Below is a list of current user information: Name: Thabang Email: [Tmakhele47@gmail.com](mailto:Tmakhele47@gmail.com) Reason for Appointment: Upscale Company Size: 50-100 Phone Number: 067 143 8056


Reply

Forward






# Email Automation




### Welcome To D-lab!



You have joined one of the largest professional software review marketplaces. With more than 2000 experts writing their reviews annually including employees at fortune 500. Use D-lab to make calculated decisions based on expert opinion and authentic hands on experience to their reviews.

[Read it for free](#)


### We keep you up to date with the latest software trends.



We add over 2000 new software reviews from experts who have a strong software background across the business and services industries around the world. Our internal research team is always monitoring the need big thing let us share this experience with you.

[Get started today](#)

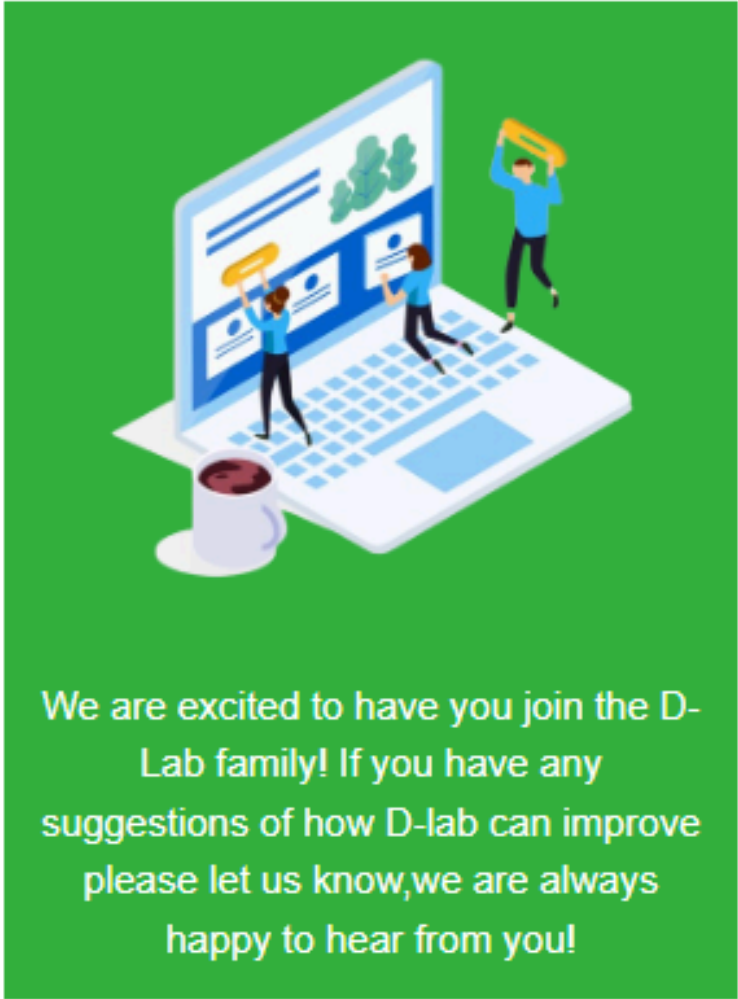
### Make yourself at home







Tell us which software and services you working with. We will deliver the most relevant information for you. Leave your reviews with us and we use these reviews as tailor made answers for you.

[Complete your profile](#)

[Complete your profile](#)



We are excited to have you join the D-Lab family! If you have any suggestions of how D-lab can improve please let us know, we are always happy to hear from you!




including employees at fortune 500.

Use D-lab to make calculated decisions based on expert opinion and authentic hands on experience to their reviews.

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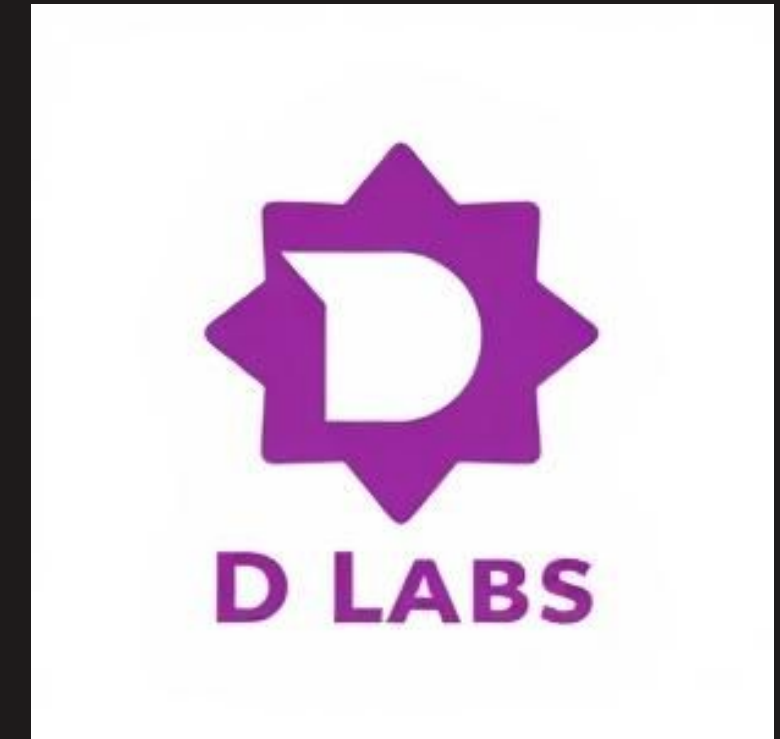
Get started today

**Make yourself at home**



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# D-LAB LOGO



The Client chose this logo over the 2 on the right.

# Testimonials



Lindy Ncube



*"Thabang Makhele's work on D-Lab has been outstanding! His ability to blend innovation with user-friendly design made the platform not only visually appealing but also highly functional. His attention to detail and commitment to creating a seamless user experience have truly elevated D-Lab. We couldn't have asked for a better expert to lead the way, Thabang is a genius in his space and i best feel he's just getting started, he's definitely going far ,watch the space."*



Daniel Linaard



*"Thabang Makhele's impact on D-Lab has been incredible. His expertise in digital marketing and UX design shines through every aspect of the platform. He took a complex idea and transformed it into something intuitive, engaging, and professional. His dedication and vision have made D-Lab a go-to resource for software reviews. Kudos to Thabang for a job well done."*

# TESTIMONAL

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