

*ITscope*

A new wind of AI:  
IT innovations and classics  
in Q2 2024

ITscope market barometer



# WHAT TO EXPECT

Our aim is to keep you up to date and informed about the current reseller demand for ITC products as well as top sellers and product highlights. Get a neutral and unbiased insight based on real clicks from our users on products from different categories – and the perfect ITC market overview.

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## Hottest Player:

Ubiquiti UniFi U7 Pro



### What are highflyers?

The top 15 product innovations per category of the last quarter, selected based on user clicks on ITscope.



# 01 Highflyer: Top 15 of the newcomers

Rank Q2 24	Listed since	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	10.01.24	Ubiquiti UniFi U7 Pro, U7-PRO	2033
02	22.02.24	Samsung Galaxy A5 5G, 128GB, blue, SM-A556BZKAEUB	1265
03	08.05.24	Apple Pencil Pro, MX2D3ZM/A	1200
04	08.05.24	Apple 13-inch iPad WIFI Cellular, 13", 256GB, black, MVXR3NF/A	1038
05	23.04.24	Lenovo ThinkPad E16, Core Ultra 5 125U, 16GB, 512GB, 21MA001YGE	980
06	08.05.24	Apple Magic Keyboard, MWR53D/A	712
07	03.01.24	Samsung 990 EVO, 1TB, NVMe, PCIe 5.0, M.2 2280, MZ-V9E1T0BW	619
08	30.03.24	Dell P2425HE, 24", 210-BMJB	523
09	24.02.24	Fractal Design North XL, E-ATX, FD-C-NOR1X-01	313
10	09.02.24	Apple Vision Pro (256 GB), MQL83LL/A	298
11	18.04.24	HP Pro 400 G9, i5 13500T, 16GB, 512GB, 9M9B0AT#ABD	252
12	03.01.24	AMD Ryzen 7 5700X3D, 8C, SMT, 96MB L3-Cache, 100-100001503WOF	251
13	05.03.24	Iiyama ProLite LH5575UHS-B1AG	218
14	08.02.24	Microsoft Surface Pro Keyboard with Slim-Pen2, 8X8-00145	206
15	24.04.24	PNY NVIDIA RTX A1000, 8GB GDDR6, Low-Profile, VCNRTXA1000-PB	186

## 02 Tablets

Rank Q2 24	Rank Q1 24	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	Apple iPad Wi-Fi, 10.2", 64GB, grey, MK2K3FD/A	12965
02	02	Microsoft Surface Pro 9 for Business, 13", i5, 16GB, 256GB, QIA-00004	2572
03	878	Microsoft Surface Pro 10, 13", i5, 16GB, 256GB, ZDT-00022	2225
04	03	Apple 10.9-inch iPad Wi-Fi (10. Gen.), 10.9", 64GB, silver, MPQ03FD/A	2199
05	11	Samsung Galaxy Tab A9+, 11", 64GB, grey, SM-X210NZAEEUB	1739
06	09	Apple iPad Wi-Fi + Cellular (10. Gen), 64GB, silver, MQ6J3FD/A	1222
07	15	Microsoft Surface Pro 8, 13", i7 1185G7, 16GB, 256GB, EIV-00004	1205
08	12	Samsung Galaxy Tab Active 4 Pro, 10.1", 128GB, black, rugged, SM-T636BZKEEEB	1134
09	07	Apple 10.9-inch iPad Air Wi-Fi (5. Gen.), 10.9", 64GB, grey, MM9C3FD/A	1118
10	44	Samsung Galaxy Tab Active5 - Enterprise Edition, 8", 128GB, rugged, SM-X306BZGAEEB	1069
11	-	Apple 13-inch iPad Pro Wi-Fi + Cellular, 13", M4, 256GB, Space-black, MVXR3NF/A	1038 <span>TOP!</span>
12	16	Microsoft Surface Go 4 for Business, 10.5", N200, 8GB, 128GB, XHU-00004	1013
13	61	Microsoft Surface Go 4 for Business, 10.5", N200, 8GB, 64GB, XGT-00004	961
14	10	Samsung Galaxy Tab S9 FE, 10.9", 128GB, grey, SM-X516BZAAEUB	941
15	05	Samsung GALAXY Tab Active, 8", 64GB, black, SM-T575NZKAEEB	930

## Hottest Player:

Apple iPad Wi-Fi, 10.2",  
64GB, grey, MK2K3FD/A



At a glance:

TOP!

These new from-zero-to-hero products have directly entered the top 15.

## Hottest Player:

Apple iPhone 15 Pro Max,  
256GB, black



## 03 Mobile phones

Rank Q2 24	Rank Q1 24	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	Apple iPhone 15 Pro Max, 256GB, black, MU773ZD/A	3898
02	04	Apple iPhone 15, 128GB, black, MTP03ZD/A	2197
03	02	Apple iPhone 14, 128 GB, black, MPUF3ZD/A	1969
04	03	Apple iPhone 13, 128GB, midnight, MLPF3ZD/A	1845
05	05	Apple iPhone SE (3rd generation), 64GB, black, MMXF3ZD/A	1520
06	92	Samsung Galaxy A55, 128GB, blue, SM-A556BZKAUEB	1265
07	10	Samsung Galaxy A54 5G - Enterprise Edition, 128GB, grey, SM-A546BZKCEEB	1241
08	16	Samsung Galaxy XCover7 - Enterprise Edition, 128GB, black, SM-G556BZKDEEB	1154
09	31	Samsung Galaxy S24 Ultra, 256GB, black, SM-S928BZKGEUB	1027
10	17	Samsung Galaxy S24, 128GB, black, SM-S921BZKDEUB	960
11	07	Apple iPhone 15 Pro, 128GB, black, MTUV3ZD/A	956
12	06	Samsung Galaxy A54 5G, 128GB, grey, SM-A546BZKCEUB	917
13	09	Apple iPhone SE (3rd generation), 128GB, black, MMXJ3ZD/A	852
14	13	Apple iPhone 15 Pro, 256GB, black, MTV13ZD/A	819
15	11	Samsung Xcover 5 Enterprise, 64GB, black, SM-G525FZKDEEB	771

# 04 Notebooks

Rank Q2 24	Rank Q1 24	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	02	Lenovo ThinkBook 16p G4 IRH 21J8, 16", i9 13900H, 32GB, 1TB, 21J80022GE	4243
02	03	Lenovo ThinkPad E16 Gen 1 21JN, 16", i5 1335U, 16GB, 512GB, 21JN004RGE	4007
03	05	Dell Latitude 5540, 15.6", i7 1365U, 16GB, 512GB,1F8R2	2001
04	27	HP ProBook 455 G10 Notebook - Wolf Pro Security - 180-degree hinge design, 7L6Y3ET#ABD	1984
05	07	Apple MacBook Pro, 14.2", M3 Pro, 18GB, 512GB, MRX33D/A	1934
06	120	HP ProBook 450 G9 Notebook - Wolf Pro Security - Intel Core i5 - 1235U / up to 4.4 GHz, 8V6M7AT#ABD	1758
07	24	HP ProBook 450 G10 - Wolf Pro, 15.6", i7 1355U, 16GB, 512GB, 816F4EA#ABD	1513
08	13	HP 470 G10, 17.3", i5 1335U, 16GB, 512GB, 7L6Y9ET#ABD	1350
09	14	Lenovo ThinkPad E14 Gen 5 21JK, 14", i5 1335U, 16GB, 512GB, 21JK005AGE	1332
10	15	Lenovo V15 G4 IRU 83A1, 15.6", i3 1315U, 8GB, 256GB, 83A1002CGE	1308
11	09	Lenovo ThinkPad L15 Gen 4 21H3, 15.6", i5 1335U, 16GB, 512GB, 21H3002AGE	1279
12	72	Lenovo ThinkPad T14 Gen 4 21K3 - 180-degree hinge design - AMD Ryzen 7 Pro, 21K3003MGE	1191
13	04	Microsoft Surface Laptop 5 for Business, 15", i7 1265U, 16GB, 512GB, RIQ-00028	1135
14	18	Lenovo ThinkPad L15 Gen 4 21H7, 15.6", R5 Pro 7530U, 16GB, 512GB, 21H7001YGE	1120
15	01	HP ProBook 450 G10 - Wolf Pro, 15.6", i5 1335U, 16GB, 512GB, 7L6Y1ET#ABD	1116

## Hottest Player:

Lenovo ThinkBook 16p  
G4 IRH 21J8, 16", i9  
13900H, 32GB, 1TB



## Hottest Player:

Lenovo ThinkCentre M70q  
Gen4 12E3, i5 13400T,  
16GB, 512GB



## 05 PC systems

Rank	Rank	Products	Total
Q2 24	Q1 24	(Manufacturer / product name / mfr's no.)	clicks
01	02	Lenovo ThinkCentre M70q Gen4 12E3, i5 13400T, 16GB, 512GB, 12E3004FGE	6390
02	12	HP Pro 400 G9 - Wolf Pro, i5 12500T, 16GB, 512GB, 9M928AT#ABD	4002
03	05	Dell OptiPlex 7010, i5 13500T, 8GB, 256GB, 7K8H1	1526
04	03	HP Pro Mini 400 G9, i5 12500T, 16GB, 512GB, 6B242EA#ABD	1154
05	04	HP Pro Mini 400 G9, i5 12400T, 8GB, 256GB, 6B240EA#ABD	1092
06	08	Lenovo M75q, R5 5600GE, 16GB, 512GB, 11JN0082GE	1072
07	23	Lenovo M70q, i5 13400T, 8GB, 256GB, 12E3004RGE	857
08	10	Dell OptiPlex 7010, i5 13500T, 16GB, 512GB, 33RDD	847
09	09	Dell Precision 3660 Tower, i7 13700, 32GB, 1TB, 09VNP	799
10	16	Lenovo ThinkCentre M70t Gen 4 12DR, i5 13400, 16GB, 512GB, 12DR0011GE	759
11	22	Lenovo ThinkCentre M70q Gen4 12E3, i5 13500T, 16GB, 512GB, 12E3004KGE	716
12	52	Lenovo ThinkCentre M70q Gen4 12E3, i3 13100T, 8GB, 256GB, 12E3004GGE	665
13	14	Lenovo ThinkCentre M70q Gen4 12E3, i7 13700T, 16GB, 512GB, 12E3004NGE	657
14	21	Dell OptiPlex 7010, i5 13500, 16GB, 512GB, 5DP3H	602
15	30	Lenovo ThinkCentre neo 50t Gen 4 12JD , i5 13400, 16GB, 512GB, 12JD002QGE	555

# 06 TFTs

Rank Q2 24	Rank Q1 24	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	Dell P2422H, 23.8"	5431
02	02	Lenovo ThinkVision T24i-30, 23.8" 63CFMATXEU	2070
03	05	HP E24 G5, 23.8", 6N6E9AA#ABB	1998
04	03	Dell P2722H, 27"	1861
05	04	HP E24i G4, 24", 9VJ40AA#ABB	1520
06	07	HP E27 G5, 27", 6N4E2AA#ABB	1424
07	06	Lenovo ThinkVision T27i-30, 27", 63A4MAT1EU	1236
08	42	iiyama ProLite XUB2493HSU-B6, 23.8"	1222
09	12	HP E24 G4, 23.8", 9VF99AA#ABB	1138
10	10	Dell P2723D, 27"	989
11	14	HP E27Q G5, 27", 6N6F2AA#ABB	979
12	43	Dell UltraSharp U3223QE, 31.5"	922
13	11	LG 24BN65YP-B, 24"	914
14	15	Dell UltraSharp U2723QE, 27"	904
15	17	Dell P2723DE, 27"	879

## Hottest Player:

Dell P2422H, 23.8"





## Hottest Player:

HP Color LaserJet Pro  
MFP M283fdw



## 07 Multifunction Printers

Rank Q2 24	Rank Q1 24	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	HP Color LaserJet Pro MFP M283fdw, 7KW75A#B19	2003
02	02	HP Officejet Pro 9010e All-in-One, 257G4B#629	1354
03	04	Kyocera ECOSYS P2040dn, 1102RX3NL0	1240
04	43	Brother MFC-L2800DW, MFCL2800DWRE1	1078
05	03	Brother MFC-L8690CDW, MFCL8690CDWG1	804
06	07	HP LaserJet Pro 4002dn, 2Z605F#B19	762
07	14	Kyocera ECOSYS M5526cdn, 1102R83NL0	734
08	13	Zebra ZD421, ZD4A042-30EE00EZ	708
09	05	Kyocera ECOSYS M5526cdw, 1102R73NL0	700
10	32	Zebra ZD421d, ZD4A042-D0EE00EZ	683
11	20	Epson WorkForce Pro WF-C5890DWF, C11CK23401	670
12	19	HP Officejet 200 Mobile Printer, CZ993A#BHC	666
13	09	HP Color LaserJet Pro M255dw, 7KW64A#B19	661
14	33	HP Color LaserJet Pro MFP 4302fdw, 5HH64F#B19	630
15	06	Brother HL-L5100DN, HLL5100DNG1	619

# 08 Graphics cards

Rank Q2 24	Rank Q1 24	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	MSI 24GB D6X RTX 4090 Gaming X Trio, 24GB GDDR6X, V510-006R	1861
02	11	MSI GeForce RTX 4060 VENTUS 2X BLACK 8G OC, 8GB GDDR6, V516-004R	911
03	14	MSI GeForce RTX 4070 Ti SUPER 16G VENTUS 2X OC, 16GB GDDR6X, V513-615R	892
04	12	ASUS TUF Gaming GeForce RTX 4090 24GB OG, 24GB GDDR6X, 90YV0IY3-M0NA00	828
05	20	PNY NVIDIA RTX A4000, 16GB GDDR6, VCNRTXA4000-SB	809
06	09	Gigabyte GeForce RTX 4090 WINDFORCE V2 24G, 24GB GDDR6X, GV-N4090WF3V2-24GD	592
07	17	MSI GeForce RTX 4090 VENTUS 3X E 24G OC, 24GB GDDR6X, V510-271R	590
08	16	ASUS TUF Gaming GeForce RTX 4090 - OC Edition, 24GB GDDR6X, 90YV0IE0-M0NA00	589
09	13	Gigabyte GeForce RTX 4090 GAMING OC 24G, 24GB GDDR6X, GV-N4090GAMING OC-24	576
10	07	PNY NVIDIA RTX A2000, 12GB GDDR6, VCNRTXA2000-12GB-PB	572
11	63	MSI GeForce RTX 4080 SUPER 16G GAMING X SLIM, 16GB GDDR6X, V511-228R	558
12	33	MSI GeForce RTX 4090 GAMING X SLIM 24G, 24GB GDDR6X, V510-263R	499
13	06	PNY NVIDIA T400 4GB, 4GB GDDR6, Low-Profile, VCNT400-4GB-SB	480
14	18	ASUS Dual GeForce RTX 4070, 12GB GDDR6X, 90YV0IZ2-M0NA00	389
15	21	PNY NVIDIA RTX A5000, 24GB GDDR6, VCNRTXA5000-SB	365

## Hottest Player:

MSI 24GB D6X RTX 4090 Gaming X Trio, 24GB GDDR6X





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