

ITscope

Flying high:
The top performers
of Q1 2023

ITscope market barometer



Our IT market barometer

Dear customers & followers,

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.

News from the past quarter:

New distributors

Our supplier network has expanded with the addition of 12 new suppliers. Among them are **six German and two Polish** suppliers, as well as **Intelligent Servers Limited** from England, **PENTASOLUTIONS TRADING COMPANY SL** from Spain, **NETWAYS EUROPE B.V.** from the Netherlands, and **MI ATLANTIC OÜ** from Estonia. We are grateful for their trust and look forward to working together to provide our customers with the best products and services.

Exciting Interface Update: Odoo

The interface of ITscope to the **Odoo ERP system** can easily access over **7 million items** listed by more than **400 distributors** directly from the sales module and seamlessly transfer them into your offers. Plus, there's a new feature for **order processing** that's sure to make your life easier.

Introducing the Enquiry and Quotation Function in the B2B Suite

Our latest feature combines the traditional **purchasing process with an offer process**, offering your customers the ability to request orders directly on the platform and receive personalized offers from you. This **central contact point** makes it easier for your customers to make their purchases, while also streamlining your sales process.



What awaits you

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Hottest Player:

Microsoft Surface Pro 9 for Business, 13", i5 1245U, 16GB, 256GB



01 Highflyer: Top 30 of the newcomers

Rank	Listed since	Products (Manufacturer / product name / mfr's no.)	Total clicks
Q1 23			
01	12.10.22	Microsoft Surface Pro 9 for Business, 13", i5 1245U, 16GB, 256GB, QIA-00004	2622
02	18.01.23	Apple MacBook Pro, 14.2", M2 Pro, 16GB, 512GB, MPHE3D/A	1253
03	19.10.22	Synology Disk Station DS923+	996
04	06.01.23	ZOTAC GAMING GeForce RTX 4070 Ti Trinity OC, 12GB GDDR6X, ZT-D40710J-10P	895
05	22.11.22	Iiyama ProLite XUB2493HS-B5	822
06	01.10.22	Epson WorkForce Pro WF- C5890DWF, C11CK23401	652
07	19.10.22	Apple TV 4K (Wi-Fi), MN873FD/A	629
08	18.01.23	Apple Mac mini, M2, 8GB, 256GB, MMFJ3D/A	602
09	24.01.23	Samsung Galaxy S23 Ultra, 512GB, black, SM-S918BZKHEUB	480
10	17.02.23	AMD Ryzen 9 7950X3D, 16-Core, SMT, 4.2GHz, AM5, 128MB Cache, 100-100000908WOF	476
11	20.12.22	Kyocera ECOSYS PA4500X, 110C0Y3NL0	452
12	14.10.22	Be Quiet! CPH-6610, 12VHPWR, BC072	420
13	19.01.22	Apple HomePod (2nd generation), MQJ73D/A	385
14	13.12.22	Sony PlayStation 5, 825GB, Digital Edition, CFI-1216B	324
15	09.12.22	Gigabyte B760M DS3H DDR4, LGA1700, micro ATX	314

Hottest Player:

Microsoft Surface Pro 9 for Business, 13", i5 1245U, 16GB, 256GB



01 Highflyer: Top 30 of the newcomers

Rank	Listed since	Products (Manufacturer / product name / mfr's no.)	Total clicks
Q1 23			
16	30.09.22	BARCO ClickShare C-10, R9861611EUB1	297
17	04.11.22	Fractal Design North, Midi-Tower, ATX, FD-C-NOR1C-01	260
18	03.01.23	Microsoft CSP Cloud Microsoft SQL Server Standard 2022, DG7GMGF0M80J-0002	237
19	18.11.22	Gigaset Pro Fusion FX800W Pro Titanium Bundle, L36853-H3111-R101	225
20	25.01.23	Be Quiet! Pure Power 12 M 850W, BN344	198
21	01.10.22	Epson XL, black, C13T11D140	189
22	10.12.22	WowWee, Fingerlings Baby Dragon Tara blue violet, 3581	158
23	22.11.22	HPE ProLiant DL385 Gen11, 2U, EPYC 9125, 32GB, P55080-B21	152
24	15.01.23	Corsair iCUE H150i ELITE CAPELLIX XT, 360mm, RGB, CW-9060070-WW	126
25	24.11.22	Intel Next Unit of Computing 12 Pro Kit, i3 1220P, 802.11ax, RNUC12WSHI30002	113
26	20.12.22	Kyocera TK 3400, 1T0C0Y0NLO	111
27	10.02.23	Origin Storage 32GB, DDR4 3200, M393A4K40EB3-CWE	110
28	06.10.23	Arctic MX-6, ACTCP00080A	75
29	10.01.23	Shelly Pro 3EM, ALL_SHELLY_PRO_3EM	53
30	18.03.23	Xiaomi ROB Xiaomi Roborock S8 Sonic, S802-00	10

02 TFTs

Rank Q1 23	Rank Q4 22	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	Dell P2422H	5621
02	02	Lenovo ThinkVision T24i-2L, 62B0MAT2EU	2022
03	04	HP E24 G4, 9VF99AA#ABB	1975
04	03	Dell P2722H	1738
05	05	Samsung C34H890WGR, LC34H890WGRXEN	1720
06	09	Samsung Flip WM65R, LH65WMRWBGCXEN	1604
07	06	HP E24i G4, 9VJ40AA#ABB	1596
08	13	HP E27q G4, 9VG82AA#ABB	1473
09	10	HP E27 G4, 9VG71AA#ABB	1378
10	08	Dell UltraSharp U2722D	1151
11	12	Dell P2418HT	1150
12	07	Samsung Flip WM55R, LH55WMRWBGCXEN	1110
13	11	Dell UltraSharp 34 Curved, DELL-U3421WE	1043
14	18	Lenovo ThinkVision P27q-20, 61EAGAT6EU	1033
15	19	Lenovo ThinkCentre TIO24Gen4, 11GDPAT1EU	940

Hottest Player:

Dell P2422H



Hottest Player:

Apple iPhone 14 Pro,
256GB, black



03 Mobile phones

Rank	Rank	Products	Total
Q1 23	Q4 22	(Manufacturer / product name / mfr's no.)	clicks
01	02	Apple iPhone 14 Pro, 256 GB, black, MQ0T3ZD/A	2342
02	01	Apple iPhone 13, 128GB, midnight, MLPF3ZD/A	1831
03	03	Apple iPhone SE (3rd generation), 64GB, black, MMXF3ZD/A	1800
04	06	Samsung A53 5G, 128GB, black, SM-A536BZKNEUB	1562
05	09	Apple iPhone 14, 128 GB, black, MPUF3ZD/A	1165
06	08	Apple iPhone 14 Pro, 128 GB, black, MPXV3ZD/A	1018
07	10	Samsung Xcover 5 Enterprise, 64GB, black, SM-G525FZKDEEB	848
08	13	Samsung Galaxy S22, 128GB, black, SM-S901BZKDEUB	843
09	16	Samsung Galaxy A13, 64GB, black, SM-A137FZKVEUB	793
10	34	Samsung Galaxy A53 5G Enterprise Edition, 128GB, black, SM-A536BZKNEEB	709
11	14	Apple iPhone 11, 64GB, black, MHDA3ZD/A	668
12	17	Apple iPhone 14 Pro Max, 256GB, black, MQ9U3ZD/A	663
13	18	Samsung Galaxy A33 5G, 128GB, black, SM-A336BZKGEUB	651
14	11	Apple iPhone 13 mini, 128GB, Midnight Black, MLK03ZD/A	645
15	04	Apple iPhone SE (3rd generation), 128GB, black, MMXJ3ZD/A	581

04 Tablets

Rank Q1 23	Rank Q4 22	Products (Manufacturer / product name / mfr´s no.)	Total clicks
01	01	Apple iPad Wi-Fi, 10,2", 64GB, grey, MK2K3FD/A	11754
02	05	Microsoft Surface Pro 9 for Business, 13", i5, 16GB, 256GB, QIA-00004	2281
03	03	Samsung Tab A8, 10,5", WIFI, 32GB, Grau, SM-X200NZAEEUB	1413
04	38	Microsoft Surface Pro 8, 13", i5, 16GB, 256GB, EIN-00004	1401
05	04	Apple 10.9-inch iPad Air Wi-Fi (5. Gen.), 10,9", 64GB, Grau, MM9C3FD/A	1171
06	11	Apple 10.9-inch iPad Wi-Fi (10. Gen.), 10,9", 64GB, silver, MPQ03FD/A	1008
07	10	Samsung GALAXY Tab Active, 8", 64GB, black, SM-T575NZKAEEB	932
08	06	Apple iPad Wi-Fi + Cellular, 10,2", 64GB, grey, MK473FD/A	898
09	24	Microsoft Surface Pro 8, 13", i5, 8GB, 256GB, EIG-00004	876
10	19	Apple 12.9-inch iPad Pro Wi-Fi + Cellular (6. Gen.), 256GB, grey, MP203FD/A	863
11	07	Microsoft Surface Go 3, i3, 8GB, 128GB, Win11 Pro, 8VD-00003	850
12	08	Samsung Galaxy Tab S7 FE, 64GB, 12.4", black, SM-T733NZKAEUB	706
13	21	Samsung Tab A8, 10,5", LTE, 32GB, grey, SM-X205NZAEEUB	688
14	13	Samsung Galaxy Tab S 64 GB Grey - Tablet, SM-P613NZAADBT	678
15	12	Apple 10.9-inch iPad Air Wi-Fi + Cellular (5. Gen.), 10,9", 64 GB, grey, MM6R3FD/A	644

Hottest Player:

Apple iPad Wi-Fi,
10,2", 64GB, grey



Hottest Player:

Lenovo ThinkPad L15 Gen 3 21C3, 15.6", i5 1235U, 16GB, 512GB



At a glance:



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

05 Notebooks

Rank	Rank	Products	Total
Q1 23	Q4 22	(Manufacturer / product name / mfr's no.)	clicks
01	01	Lenovo ThinkPad L15 Gen 3 21C3, 15.6", i5 1235U, 16GB, 512GB, 21C30016GE	7151
02	02	HP ProBook 450 G9 - Wolf Pro, 15.6", i5 1235U, 8GB, 256GB, 6A178EA#ABD	2055
03	05	Microsoft Surface Laptop Studio, 14.4", i7 11370H, 16GB, 512GB, ABR-00030	1963
04	08	Dell Latitude 5530, 15.6", i7 1265U, 16GB, 512GB, K0FKG	1868
05	06	Apple MacBook Air, 13.3", M1, 8GB, 256GB, MGN63D/A	1440
06	-	Apple MacBook Pro, 14.3", M2 Pro, 16GB, 512GB, MPHE3D/A	1348
07	15	Lenovo ThinkPad E15 Gen 4 21ED, 15.6", R7 5825U, 16GB, 512GB, 21ED004HGE	1309
08	10	Lenovo ThinkPad E15 Gen 4 21E6, 15.6", i5 1235U, 16GB, 512GB, 21E6005MGE	1277
09	150	HP ProBook 455 G9 - Wolf Pro, 15.6", R5 5625U, 16GB, 512GB, 5Y3P4EA#ABD	1240
10	14	Fujitsu LIFEBOOK A3511, 15.6", i3 1115G4, 8GB, 256GB, FPC04905BS	1214
11	62	Dell Latitude 3520, 15.6", i5 1135G7, 8GB, 256GB, 73YCO	1160
12	22	HP ProBook 450 G9 - Wolf Pro, 15.6", i5 1235U, 16GB, 512GB, 6A179EA#ABD	1088
13	23	HP ProBook 450 G9 - Wolf Pro, 15.6", i7 1255U, 16GB, 512GB, 6A180EA#ABD	1061
14	32	Lenovo ThinkPad E14 Gen 4 21EB, 14", R7 5825U, 16GB, 512GB, 21EB0041GE	1024
15	12	Lenovo ThinkPad E15 Gen 4 21E6, 15.6", i5 1235U, 8GB, 256GB, 21E60058GE	991

06 PC systems

Rank Q1 23	Rank Q4 22	Products (Manufacturer / product name / mfr´s no.)	Total clicks
01	02	HP Pro Mini 400 G9, i5 12400T, 8GB, 256GB, 6B240EA#ABD	4408
02	22	Lenovo ThinkCentre M70q Gen 3 11T3, i5 12400T, 8GB, 256GB, 11T3005QGE	2316
03	07	HP Pro Mini 400 G9, i5 12500T, 16GB, 512GB, 6B242EA#ABD	1573
04	04	Dell OptiPlex 3000, i5 12500T, 8GB, 256GB,C30RM	1207
05	27	Lenovo ThinkCentre M70q Gen 3 11T3, i5 12400T, 16GB, 512GB, 11T3005RGE	1149
06	21	Dell OptiPlex 3000, i5 12500T, 16GB, 512Gb, 0YH7D	836
07	05	Lenovo ThinkCentre M70q Gen 2 11MY, i5 11400T, 8GB, 256GB, 11MY002WGE	648
08	13	Dell OptiPlex 3000, i3 12100T, 8GB, 256GB, D1426	629
09	-	Apple Mac mini, M2, 8GB, 256GB, MMFJ3D/A	614 TOP!
10	19	Lenovo ThinkStation P360 30FM, i9 12900K, 32GB, 1TB, 30FM006PGE	591
11	-	Lenovo ThinkCentre M70q Gen 2 11MY, i5 11400T, 8GB, 256GB, 11MY006LGE	519 TOP!
12	26	HP Pro 400 G9 - Wolf Pro, i3 12100T, 8GB, 256GB, 6B239EA#ABD	479
13	30	Lenovo ThinkCentre M70t Gen 3 11T6, i5 12400, 16GB, 512GB, 11T6002GGE	474
14	118	Fujitsu ESPRIMO G6012, i5 12400T, 8GB, 256GB, VFY:G612EPC50MIN	472
15	269	Fujitsu ESPRIMO P6012, i5 12400, 16GB, 512GB, VFY:P612EPC52MIN	465

Hottest Player:

HP Pro Mini 400 G9,
i5 12400 T, 8 GB, 256 GB



At a glance:

TOP!

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

Hottest Player:

MSI GeForce RTX 3060 Ti GAMING X 8G LHR, 8GB GDDR6



At a glance:

TOP!

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

07 Graphics cards

Rank	Rank	Products	Total
Q1 23	Q4 22	(Manufacturer / product name / mfr's no.)	clicks
01	01	MSI GeForce RTX 3060 Ti GAMING X 8G LHR, 8GB GDDR6, V397-231R	2390
02	05	MSI GeForce RTX 3070 Ti VENTUS 3X OC, 8GB GDDR6, V505-007R	1244
03	09	MSI GTX 1660 VENTUS XS OC - OC Edition, 6GB GDDR6, V375-279R	860
04	04	Gigabyte GeForce RTX 4090 GAMING OC 24G, 24GB GDDR6X, GV-N4090GAMING OC-24	840
05	-	ZOTAC GAMING GeForce RTX 4070 Ti Trinity OC, 12GB GDDR6X, ZT-D40710J-10P	832 TOP!
06	11	NVIDIA RTX A4000, 16GB GDDR6, VCNRTXA4000-PB	803
07	77	ASUS TUF Gaming GeForce RTX 4080 - OC Edition, 16GB GDDR6X, 90YV0IB0-M0NA00	675
08	03	MSI GeForce RTX 3080 VENTUS 3X 10G OC LHR, 10GB GDDR6X, V389-263R	623
09	19	NVIDIA RTX A2000, 6GB GDDR6, VCNRTXA2000-SB	597
10	-	MSI GeForce RTX 4070 Ti VENTUS 3X 12G OC, 12GB GDDR6X, V513-001R	580 TOP!
11	27	MSI GeForce RTX 3060 VENTUS 2X 12G OC, 12GB GDDR6, V397-022R	515
12	-	ASUS TUF Gaming GeForce RTX 4070 Ti - OC Edition, 12GB GDDR6X, 90YV0JJ0-M0NA00	510 TOP!
13	08	MSI GTX 1650 D6 VENTUS XS OC, 4GB GDDR6, V809-3445R	480
14	12	NVIDIA Quadro RTX 4000, 8GB GDDR6, VCQRTX4000-PB	474
15	10	NVIDIA T400, 4GB GDDR6, Low-Profile, VCNT400-4GB-PB	444

08 Processors

Rank Q1 23	Rank Q4 22	Products (Manufacturer / product name / mfr 's no.)	Total clicks
01	08	Intel Core i7 13700K, 16-Core, 24 Threads, 3.4GHz, LGA1700, BX8071513700K	874
02	05	Intel Core i9 13900K, 24-Core, 32 Threads, 3GHz, LGA1700, BX8071513900K	865
03	01	AMD Ryzen 5 5600X, 6-Core, SMT, 3.7 GHz, AM4, 100-100000065BOX	807
04	04	AMD Ryzen 5 5600G, 6-Core, SMT, APU, 3.9 GHz, AM4, 100-100000252BOX	651
05	10	AMD Ryzen 9 7950X, 16-Core, SMT, 4.5GHz, AM5, 100-100000514WOF	610
06	11	Intel Core i5 12400F, 6-Core, HT, 2.5GHz, LGA1700, BX8071512400F	599
07	07	AMD Ryzen 7 5800X3D, 8-Core, SMT, 3,4GHz, AM4, 96MB, 100-100000651WOF	588
08	03	AMD Ryzen 7 5800X, 8-Core, SMT, 3.8 GHz, AM4, 100-100000063WOF	565
09	02	Intel Core i7 12700K, 12-Core, 20 Threads, 3.60GHz, LGA1700, BX8071512700K	562
10	12	Intel Core i5 10400, 6-Core, HT, 2.9 GHz, LGA1200, BX8070110400	546
11	-	AMD Ryzen 9 7950X3D, 16-Core, SMT, 4.2 GHz, 128MB Cache, 100-100000908WOF	532 TOP!
12	19	Intel Core i7 13700KF, 16-Core, 24 Threads, 3.4GHz, LGA1700, BX8071513700KF	523
13	41	AMD Ryzen 9 7900X, 12-Core, SMT, 4.7GHz, AM5, 100-100000589WOF	506
14	09	Intel Core i5 12400, 6-Core, HT, 2.5GHz, LGA1700, BX8071512400	502
15	14	Intel Core i5 13600K, 14-Core, 20 Threads, 3.5GHz, LGA1700, BX8071513600K	486

Hottest Player:

Intel Core i7 13700K,
16-Core, 24 Threads,
3.4 GHz



At a glance:

TOP!

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

Hottest Player:

HP Color LaserJet Pro
MFP M479fdw



09 Multifunction Printers

Rank Q1 23	Rank Q4 22	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	16	HP Color LaserJet Pro MFP M479fdw, W1A80A#B19	2673
02	03	HP LaserJet Pro M404dn, W1A53A#B19	1229
03	02	HP Color LaserJet Pro MFP M283fdw, 7KW75A#B19	1204
04	10	Kyocera ECOSYS P2040dn, 1102RX3NLO	1146
05	05	HP Officejet Pro 9010e All-in-One, 257G4B#629	1041
06	15	Brother MFC-L8690CDW, MFCL8690CDWG1	987
07	06	HP PageWide Pro 477dw, D3Q20B#A80	970
08	36	Brother MFC-L2710DN, MFCL2710DNG1	908
09	04	HP Color LaserJet Pro MFP M479fdn, W1A79A#B19	871
10	24	HP Color LaserJet Pro MFP M479dw, W1A77A#B19	865
11	08	Brother HL-L5100DN, HLL5100DNG1	797
12	09	Zebra GK Series GK420t, GK42-102220-000	755
13	34	HP Color LaserJet Pro M454dn, W1Y44A#B19	705
14	14	Brother MFC-L3750CDW, MFCL3750CDWG1	705
15	01	HP LaserJet Pro MFP M428fdw, W1A30A#B19	676

Hottest Player:

Synology DiskStation
DS220+



At a glance:

•TOP!

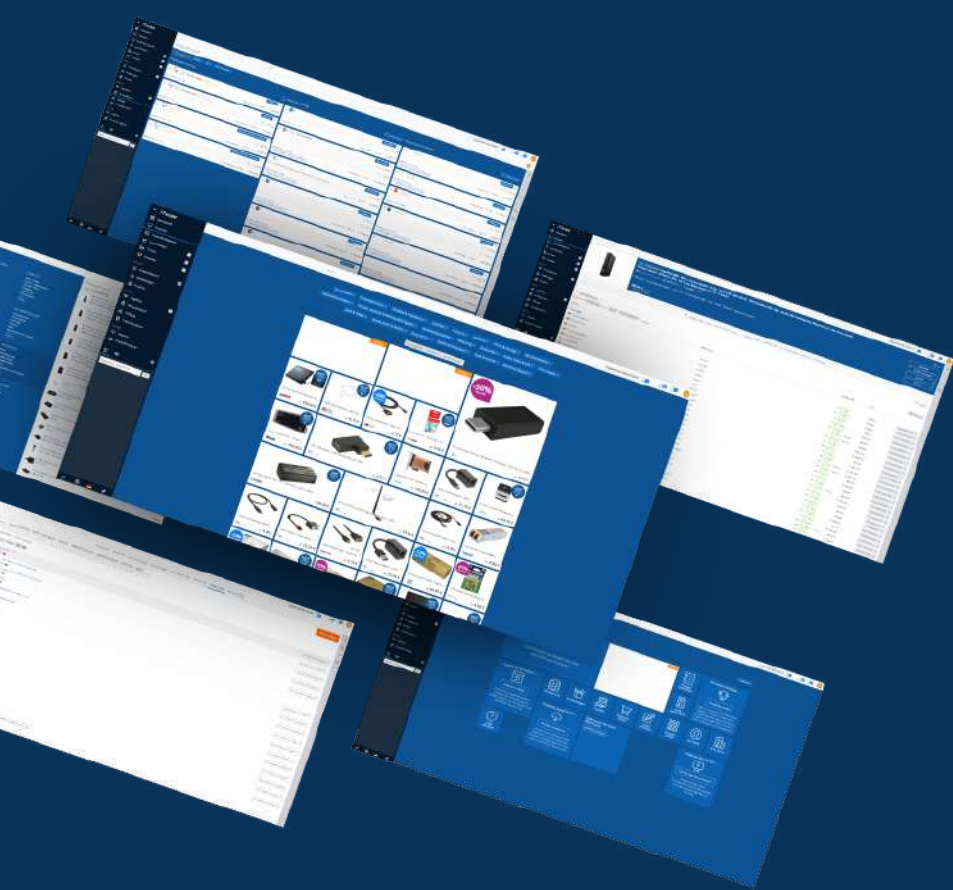
These new from-zero-to-hero products have directly entered the top 15.

10 Storage systems

Rank	Rank	Products	Total
Q1 23	Q4 22	(Manufacturer / product name / mfr 's no.)	clicks
01	01	Synology DiskStation DS220+	1522
02	05	Synology Disk Station DS923+	814
03	04	QNAP TR-004	543
04	08	Synology Disk Station DS420+	509
05	12	QNAP TS-231K	353
06	-	Synology Disk Station DS723+	344
07	09	Synology RS422+	337
08	14	Synology Disk Station DS220j	313
09	03	Synology Disk Station DS720+	302
10	13	Synology RackStation RS822+	291
11	10	Synology Disk Station DS218	285
12	62	QNAP TS-253E-8G	285
13	-	Synology Disk Station DS223	280
14	02	Synology Disk Station DS920+	270
15	16	Synology RackStation RS1221RP+	263

•TOP!

•TOP!



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