

*ITscope*

Focus on flagships:  
Mobile phones on the  
road to success

ITscope market barometer  
Q4 2023



# 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:

### **Oliver Gorges is the new Director of Sales & Marketing at ITscope**

With extensive experience in the IT and communication technology industry, Oliver Gorges previously served as Sales Director at Tech Data Germany and later at cop software, which was subsequently acquired by ITscope. Now, he ascends to the leadership team at ITscope, taking on the role of "Director Sales & Marketing" and overseeing the Sales and Marketing departments. Known for his distinctive and easygoing style, along with his comprehensive industry expertise, Oliver has been the face of ITscope for years and finally receives the title that aligns with his role.

### **A Game Changer for Invoices**

The good old PDF invoice has received an update. Thanks to ZUGFeRD, it now includes an XML file that operates in the background: As a system house, you receive an invoice from your supplier in a familiar format, but your accounting system now also understands the language of the data behind it. This simplifies the process from verification to archiving – without additional effort.

### **The Channel gathers in Karlsruhe: Celebrating 20 Years of ITscope**

Our visitors had the opportunity to learn about the latest innovations and solutions in the IT industry at the event. Numerous exhibitors showcased their products and solutions at stands on-site. Diverse networking opportunities, where contacts were established and business relationships deepened, rounded off the event.



# What awaits you

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## Hottest Player:

Lenovo ThinkCentre  
M70q Gen 3 11T3,  
i5 12400T, 16GB, 512GB



## 01 Highflyer: Top 30 of the newcomers

Rank	Listed since	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	04.07.23	Lenovo ThinkCentre M70q Gen 3 11T3, i5 12400T, 16GB, 512GB, 11T300BWGE	6367
02	13.09.23	Apple iPhone 15 Pro Max, 256GB, black, MU773ZD/A	3804
03	13.09.23	Apple AirPods Pro (2nd Gen), MTJV3ZM/A	1589
04	31.10.23	Apple MacBook Pro, 14.2", M3 Pro, 18GB, 512GB, black, MRX33D/A	1194
05	06.08.23	MSI GeForce RTX 4070 Ti GAMING X SLIM 12G, 12GB GDDR6X, V513-250R	1153
06	07.09.23	Microsoft Surface Go 4 for Business, 10.5", Intel N200, 8GB, 128GB, XHU-00004	1128
07	13.07.23	Samsung 990 PRO MZ-V9P4T0BW, 4TB, M.2 2280, PCIe4.0 x4	892
08	12.09.23	Intel Core i7-14700K, 20-Core, 28 Threads, LGA1700, BX8071514700K	807
09	13.09.23	Apple Watch Ultra 2, 49mm, Titan, 64GB, MRF63FD/A	690
10	18.10.23	Apple Pencil, MUWA3ZM/A	461
11	02.09.23	Oculus Meta Quest 3, Snapdragon XR2, 8GB, 512GB, 899-00586-01	368
12	02.11.23	Sony Playstation 5 SLIM, 9577171	329
13	02.09.23	Brother DCP L3560CDW, DCPL3560CDWRE1	317
14	24.08.23	BARCO ClickShare C-10, R9861611EUB2	291
15	22.08.23	Samsung Galaxy SmartTag2, grey, EI-T5600BBEGEU	266

## Hottest Player:

Lenovo ThinkCentre  
M70q Gen 3 11T3,  
i5 12400T, 16GB, 512GB



## 01 Highflyer: Top 30 of the newcomers

Rank	Listed since	Products (Manufacturer / product name / mfr's no.)	Total clicks
16	23.09.23	Seagate, 2X ST10000NM018G + TS-264-8G	196
17	18.11.23	Dell UltraSharp U2724DE	189
18	13.09.23	Apple Back cover for mobile phone, MT223ZM/A	176
19	13.07.23	Ubiquiti UniFi AI Professional, 8MP, 4K, H.264, IP65, UVC-AI-PRO	172
20	11.10.23	Be Quiet! Dark Rock PRO 5, BK036	167
21	27.07.23	Dyson V12 Detect Slim Absolute, 448884-01	149
22	15.08.23	Iiyama ProLite LH6560UHS-B1AG	128
23	13.09.23	GoPro HERO12, 5.3K, 27MP, CHDX-121-RW	122
24	03.09.23	Brother TN-2510XL, TN2510XL	122
25	22.08.23	Parallels Desktop for Mac, ESDPD19EU	121
26	05.09.23	QNAP, 2x 10GigE SFP+, QXG-10G2SF-X710	111
27	16.08.23	Starlink Standard Kit, 2533004	109
28	22.11.23	ASUS PRO WS TRX50-SAGE WIFI, sTR5, QuadChannel DDR5, 10GigE, 90MB1FZ0-M0EAY0	100
29	05.12.23	Ubiquiti UniFi UX, UniFi Cloud Gateway UX	86
30	12.10.23	ASRock, 90BXG4E01-A10GA0W	73

## 02 Notebooks

Rank Q4 23	Rank Q3 23	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	05	Apple MacBook Air, 13.3", M1, 8GB, 256GB, MGN63D/A	4110
02	42	Lenovo ThinkPad E16 Gen 1 21JN, 16", i5 1335U, 16GB, 512GB, 21JN004RGE	2829
03	56	Lenovo ThinkBook 16p G4 IRH 21J8, 16", i9 13900H, 32GB, 1TB, 21J80022GE	2624
04	179	Lenovo ThinkPad E16, 16", R5 7530U, 16GB, 512GB, 21JT000FGE	2457
05	02	HP ProBook 450 G9 - Wolf Pro, 15.6", i5 1235U, 16GB, 512GB, 6A179EA#ABD	2177
06	08	Dell Latitude 5540, 15.6", i7 1365U, 16GB, 512GB, 1F8R2	2041
07	27	HP ProBook 450 G10 - Wolf Pro, 15.6", i5 1335U, 16GB, 512GB, 7L6Y1ET#ABD	1916
08	16	Lenovo ThinkPad P16 Gen 2 21FA, 16", i7 13700HX, 32GB, 1TB, 21FA000FGE	1906
09	46	Lenovo ThinkPad L15 Gen 4 21H3, 15.6", i5 1335U, 16GB, 512GB, 21H3002AGE	1773
10	22	Lenovo ThinkPad X13 Yoga Gen 4 21F2, 13.3", i7 1355U, 16GB, 512GB, 21F2001EGE	1423
11	108	Lenovo ThinkPad E14 Gen 5 21JK, 14", i5 1335U, 16GB, 512GB, 21JK005AGE	1353
12	240	HP 255 G10, 15.6", R5 7530U, 16GB, 512GB, 7L6X8ET#ABD	1323
13	65	HP ProBook 450 G10 - Wolf Pro, 15.6", i7 1355U, 16GB, 512GB, 816F4EA#ABD	1272
14	37	HP 470 G10, 17.3", i5 1335U, 16GB, 512GB, 7L6Y9ET#ABD	1206
15	-	Apple MacBook Pro, 14.2", M3 Pro, 18GB, 512GB, MRX33D/A	1194 <span>TOP!</span>

## Hottest Player:

Apple MacBook Air,  
13.3", M1, 8GB, 256GB



At a glance:

TOP!

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

## Hottest Player:

Lenovo ThinkPad  
Universal USB-C Dock,  
USB-C, HDMI, 2xDP, 90W



## 03 Docking stations

Rank	Products	Total clicks
Q4 23	(Manufacturer / product name / mfr's no.)	
01	Lenovo ThinkPad Universal USB-C Dock, USB-C, HDMI, 2xDP, 90W, 40AY0090EU	7798
02	Lenovo ThinkPad Universal Thunderbolt 4 Dock, HDMI, 2xDP, GigE, 135W, 40B00135EU	3483
03	Dell WD19S, USB-C, HDMI, 2xDP, GigE, 130W, 210-AZBX	2877
04	HP USB-C Dock G5, USB-C, HDMI, 2xDP, GigE, 100W, 5TW10AA#ABB	2872
05	Lenovo ThinkPad Hybrid USB-C with USB-A Dock, USB-C, 2xHDMI, 2xDP, GigE, 135W, 40AF0135EU	2826
06	Lenovo ThinkPad Thunderbolt 4 WorkStation Dock, 2xTB4, HDMI, 2xDP, GigE, 300W, 40B00300EU	2152
07	HP - Essential, USB-C, HDMI, 2xDP, 120W, 72C71AA#ABB	2053
08	Dell WD19S, USB-C, HDMI, 2xDP, GigE, 180W, DELL-WD19S180W	2005
09	Dell WD22TB4, USB-C, HDMI, 2xDP, GigE, 130W, DELL-WD22TB4	1856
10	HP USB-C/A Universal Dock G2, USB-C, HDMI, 2xDP, GigE, 100W, 5TW13AA#ABB	1716
11	Microsoft Surface Dock 2, Surface Connect, 4xUSB-C, GigE, 199W, 1GK-00002	1674
12	HP Thunderbolt Dock G4, USB-C, HDMI, 2xDP, 2.5GigE, 120W, 4J0A2AA#ABB	1490
13	HP Thunderbolt Dock G4, USB-C, HDMI, 2xDP, 2.5GigE, 280W, 4J0G4AA#ABB	1299
14	Dell Performance Dock WD19DCS, USB-C, HDMI, 2xDP, GigE, 240W, DELL-WD19DCS	921
15	Microsoft Surface Dock, Surface Connect, 2xMiniDP, GigE, PF3-00006	676

# 04 PC systems

Rank Q4 23	Rank Q3 23	Products (Manufacturer / product name / mfr´s no.)	Total clicks
01	04	Lenovo ThinkCentre M70q Gen 3 11T3, i5 12400T, 16GB, 256GB, 11T300BWGE	6367
02	01	HP Pro Mini 400 G9, i5 12400T, 8GB, 256GB, 6B240EA#ABD	4084
03	03	HP Pro Mini 400 G9, i5 12500T, 16GB, 512GB, 6B242EA#ABD	1863
04	12	Dell OptiPlex 7010, i5 13500T, 16GB, 256GB, VH0W5	1565
05	41	Lenovo ThinkCentre M70q Gen 3 11T3, i5 12400T, 8GB, 256GB, 11T300B3GE	1179
06	80	HP Workstation Z2 G9, i7 13700K, 32GB, 1TB, 865G0ET#ABD	979
07	32	Dell OptiPlex 7010, i5 13500T, 16GB, 512GB, 33RDD	783
08	14	Lenovo ThinkCentre neo 50t 11SC, i5 12400, 16GB, 512GB, 11SC000BGE	770
09	183	Lenovo M75q, R5 5600GE, 16GB, 512GB, 11JN0082GE	706
10	70	Dell OptiPlex 7010, i5 13500T, 8GB, 256GB, 7K8H1	701
11	26	HP Elite 600 G9, i5 12500T, 16GB, 256GB, 828Z0AT#ABD	699
12	49	Lenovo ThinkCentre M70t Gen 3 11T6, i5 12400, 16GB, 512GB, 11T60048GE	698
13	08	HP Pro 400 G9 - Wolf Pro, i5 12500T, 16GB, 512GB, 6B241EA#ABD	620
14	24	Dell OptiPlex 3000 Thin Client, N5105, 4GB, 32GB, HR6JT	607
15	53	HP Elite 600 G9, i7 12700T, 16GB, 512GB, 828S7AT#ABD	602

## Hottest Player:

Lenovo ThinkCentre M70q  
Gen 3 11T3, i5 12400T,  
16GB, 256GB





## Hottest Player:

Apple iPhone 15 Pro Max,  
256GB, black



## 05 Mobile phones

Rank Q4 23	Rank Q3 23	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	36	Apple iPhone 15 Pro Max, 256GB, black, MU773ZD/A	3804
02	02	Apple iPhone 14, 128 GB, black, MPUF3ZD/A	2952
03	01	Apple iPhone SE (3rd generation), 64GB, black, MMXF3ZD/A	2710
04	03	Apple iPhone 13, 128GB, midnight, MLPF3ZD/A	2483
05	50	Apple iPhone 15, 128GB, black, MTP03ZD/A	2234
06	59	Apple iPhone 15 Pro, 128GB, black, MTUV3ZD/A	1862
07	05	Samsung Galaxy A54 5G, 128GB, grey, SM-A546BZKCEUB	1546
08	76	Apple iPhone 15 Pro, 256GB, black, MTV13ZD/A	1429
09	07	Samsung Galaxy S23, 128GB, black, SM-S911BZKDEUB	1248
10	08	Apple iPhone 14 Pro, 256 GB, black, MQ0T3ZD/A	1222
11	09	Apple iPhone SE (3rd generation), 128GB, black, MMXJ3ZD/A	1080
12	06	Samsung Xcover 5 Enterprise, 64GB, black, SM-G525FZKDEEB	998
13	80	Apple iPhone 15 Pro, 256GB, blue, MTV63ZD/A	975
14	49	Samsung Galaxy A34 5G - Enterprise Edition, 128GB, grey, SM-A346BZKAEEB	954
15	14	Samsung Galaxy Xcover 6 Pro - Enterprise Edition, 128GB, black, SM-G736BZKDEEB	939

# 06 Tablets

Rank Q4 23	Rank Q3 23	Products (Manufacturer / product name / mfr´s no.)	Total clicks
01	01	Apple iPad Wi-Fi, 10,2", 64GB, grey, MK2K3FD/A	13761
02	02	Microsoft Surface Pro 9 for Business, 13", i7, 16GB, 512GB, QIY-00004	2830
03	05	Samsung Tab A8, 10,5", WIFI, 32GB, Grau, SM-X200NZAEEUB	1770
04	03	Microsoft Surface Pro 9 for Business, 13", i5, 16GB, 256GB, QIA-00004	1650
05	04	Apple 10.9-inch iPad Wi-Fi (10. Gen.), 10,9", 64GB, silver, MPQ03FD/A	1530
06	07	Apple 10.9-inch iPad Air Wi-Fi (5. Gen.), 10,9", 64GB, grey, MM9C3FD/A	1412
07	09	Microsoft Surface Go 3, 10.5", i3, 8GB, 128GB, 8VI-00003	1317
08	14	Microsoft Surface Pro 8, 13", i5, 16GB, 256GB, EIN-00004	1250
09	262	Microsoft Surface Go 4, 10.5", N200, 8GB, 128GB, XHU-00004	1128
10	06	Samsung Galaxy Tab Active 4 Pro, 10.1", rugged, Android, 128GB, black, SM-T636BZKEEEB	1119
11	16	Samsung Tab A8, 10,5", LTE, 32GB, grey, SM-X205NZAEEUB	1006
12	10	Samsung GALAXY Tab Active, 8", 64GB, black, SM-T575NZKAEEB	939
13	13	Apple iPad Wi-Fi + Cellular, 10,2", 64GB, grey, MK473FD/A	930
14	21	Apple iPad Wi-Fi + Cellular (10. Gen), 64GB, silver, MQ6j3FD/A	893
15	27	Microsoft Surface Pro 9 for Business, 13", i5, 16GB, 256GB, QIA-00022	888

## Hottest Player:

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



## Hottest Player:

Samsung 870 EVO  
MZ-77E500B, 500GB, 2.5"



## 07 SSDs

Rank	Products	Total
Q4 23	(Manufacturer / product name / mfr's no.)	clicks
01	Samsung 870 EVO MZ-77E500B, 500GB, 2.5", SATA	3144
02	Samsung 980 PRO MZ-V8P1T0BW, 1TB, M.2 2280, PCIe4.0 x4	2702
03	Samsung 870 EVO MZ-77E1T0B, 1TB, 2.5", SATA	1789
04	Samsung 990 PRO MZ-V9P2T0BW, 2TB, M.2 2280, PCIe4.0 x4	1403
05	Samsung 980 PRO MZ-V8P2T0BW, 2TB, M.2 2280, PCIe4.0 x4	1350
06	Samsung 980 MZ-V8V1T0BW, 1TB, M.2 2280, PCIe3.0 x4	1145
07	Samsung 970 EVO Plus MZ-V7S1T0BW, 1TB, M.2 2280, PCIe3.0 x4	1078
08	Samsung 870 EVO MZ-77E2T0B, 2TB, 2.5", SATA	1040
09	Samsung 870 EVO MZ-77E250B, 250GB, 2.5", SATA	987
10	Samsung 870 EVO MZ-77E4T0B, 4TB, 2.5", SATA	961
11	Samsung 980 PRO MZ-V8P500BW, 500GB, M.2 2280, PCIe4.0 x4	957
12	Samsung 990 PRO MZ-V9P4T0BW, 4TB, M.2 2280, PCIe4.0 x4	892
13	Samsung 970 EVO Plus MZ-V7S2T0BW, 2TB, M.2 2280, PCIe3.0 x4	863
14	Samsung 990 PRO MZ-V9P1T0BW, 1TB, M.2 2280, PCIe4.0 x4	851
15	Samsung 870 QVO MZ-77Q8T0BW, 8TB, 2.5", SATA	828

# 08 TFTs

Rank Q4 23	Rank Q3 23	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	Dell P2422H, 210-AZYX	5578
02	03	HP E24i G4, 9VJ40AA#ABB	1926
03	02	Dell P2722H, DELL-P2722H	1822
04	12	Lenovo ThinkVision T24i-30, 63CFMATXEU	1542
05	04	Lenovo ThinkVision P27h-20, 61E9GAT6EU	1421
06	08	HP E27 G5, 6N4E2AA#ABB	1339
07	06	HP E24 G5, 6N6E9AA#ABB	1284
08	27	Dell UltraSharp U2722DE	1144
09	09	HP E24 G4, 9VF99AA#ABB	1125
10	19	Lenovo ThinkVision T27hv-20, 62A9GAT1EU	1113
11	10	iiyama ProLite XUB2493HS-B5	1073
12	14	Samsung F27T450FZU, LF27T450FZUXEN	980
13	45	Dell UltraSharp U3423WE, DELL-U3423WE	956
14	13	Samsung ViewFinity S9 S49A950UIP, LS49A950UIPXEN	923
15	31	iiyama ProLite XUB2792QSU-B5	920

## Hottest Player:

Dell P2422H



## Hottest Player:

HP Color LaserJet Pro  
MFP M283fdw



## 09 Multifunction Printers

Rank Q4 23	Rank Q3 23	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	02	HP Color LaserJet Pro MFP M283fdw, 7KW75A#B19	2325
02	01	HP Officejet Pro 9010e All-in-One, 257G4B#629	1870
03	05	Kyocera ECOSYS P2040dn, 1102RX3NLO	1256
04	06	Brother MFC-L8690CDW, MFCL8690CDWG1	1092
05	07	HP Officejet Pro 7740 All-in-One, G5J38A#A80	1048
06	04	HP Color LaserJet Pro MFP M479fdw, W1A80A#B19	983
07	03	Brother MFC-L2710DN, MFCL2710DNG1	830
08	18	Kyocera ECOSYS M5526cdw, 1102R73NLO	778
09	15	Zebra ZD421, ZD4A042-30EE00EZ	707
10	14	Brother HL-L5100DN, HLL5100DNG1	698
11	08	HP PageWide Pro 477dw, D3Q20B#A80	690
12	12	Brother HL-L8260CDW, HLL8260CDWG1	675
13	17	HP Deskjet 2720e All-in-One, 26K67B#629	650
14	09	Zebra ZD421d, ZD4A042-D0EE00EZ	634
15	19	HP Color LaserJet Pro MFP M479fdn, W1A79A#B19	624

# 10 Processors

Rank Q4 23	Rank Q3 23	Products (Manufacturer / product name / mfr 's no.)	Total clicks
01	05	AMD Ryzen 7 7800X3D, 8-Core, SMT, 4.2GHz, AM5, 96MB Cache, 100-100000910WOF	1472
02	11	AMD Ryzen 9 7950X3D, 16-Core, SMT, 4.2 GHz, AM5, 128MB Cache, 100-100000908WOF	970
03	01	Intel Core i7-13700K, 16-Core, 24 Threads, 3.4GHz, LGA1700, BX8071513700K	929
04	-	Intel Core i7-14700K, 20-Core, 28 Threads, 3.4GHz, LGA1700, BX8071514700K	807 <span>TOP!</span>
05	04	AMD Ryzen 5 5600X, 6-Core, SMT, 3.7 GHz, AM4, 100-100000065BOX	800
06	02	AMD Ryzen 7 5800X3D, 8-Core, SMT, 3.4GHz, AM4, 96MB, 100-100000651WOF	794
07	12	AMD Ryzen 7 5700X, 8-Core, SMT, 3.4GHz, AM4, 100-100000926WOF	748
08	06	AMD Ryzen 5 5600G, 6-Core, SMT, APU, 3.9 GHz, AM4, 100-100000252BOX	716
09	-	Intel Core i9-14900KF, 24-Core, 32 Threads, 3.2GHz, LGA1700, BX8071514900KF	710 <span>TOP!</span>
10	10	AMD Ryzen 5 7600X, 6-Core, SMT, 4.7GHz, AM5, 100-100000593WOF	659
11	08	Intel Core i5-12400, 6-Core, HT, 2.5GHz, LGA1700, BX8071512400	648
12	03	Intel Core i9-13900K, 24-Core, 32 Threads, 3GHz, LGA1700, BX8071513900K	642
13	42	Intel Core i7-12700KF, 12-Core, 20 Threads, 3.6GHz, LGA1700, BX8071512700KF	597
14	18	AMD Ryzen 7 5800X, 8-Core, SMT, 3.8 GHz, AM4, 100-100000063WOF	545
15	20	AMD Ryzen 7 5700G, 8-Core, SMT, 3.8GHz, AM4, 100-100000263BOX	538

## Hottest Player:

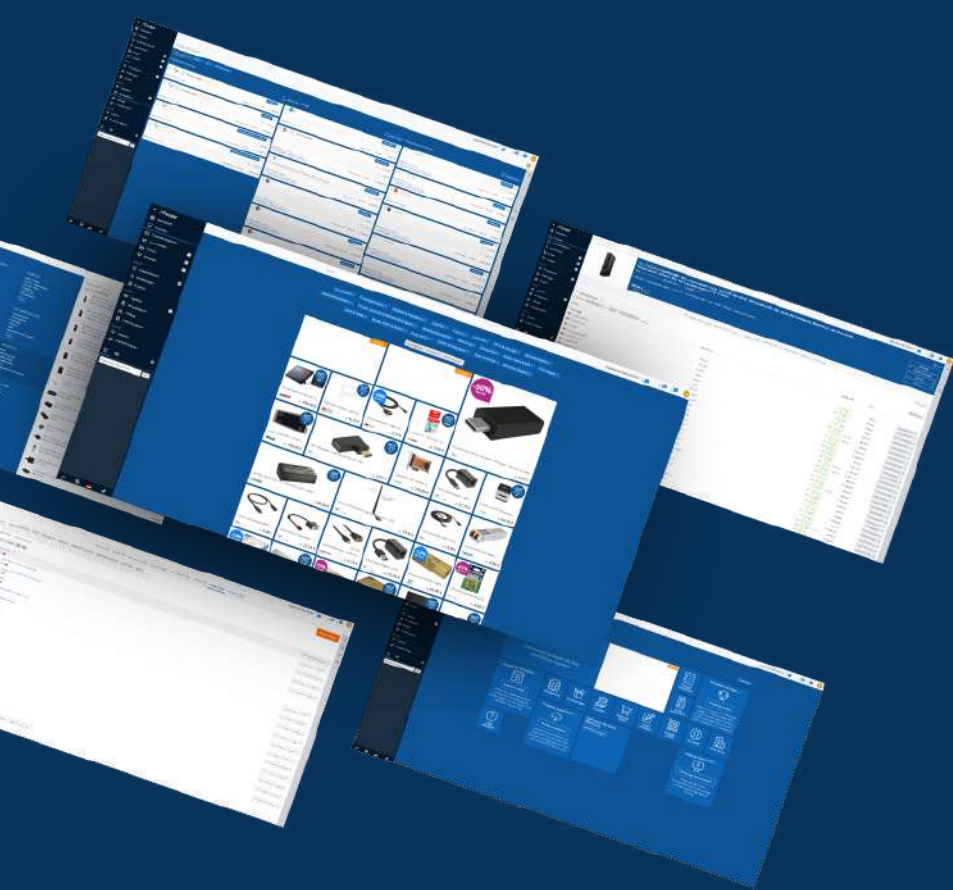
AMD Ryzen 7 7800X3D,  
8-Core, SMT, 4.2GHz,  
AM5, 96MB Cache



At a glance:

TOP!

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



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