

ITscope

Spring full of IT innovations:
Digitalization blooms
and thrives.

ITscope market barometer
Q1 2024



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:

Together successful: netgo and ITscope set new standards in e-commerce

As two established names in the IT and telecommunications sector, the netgo group and ITscope have demonstrated how forward-thinking collaboration works. In just three months, these two industry giants have established a remarkably successful partnership: The B2B shops created by netgo for its clients using the ITscope Sales solution are already generating revenues in the millions.

Now sell even easier: The new product comparison feature in the ITscope Shop.

The product comparison allows you to compare the technical specifications of up to three products. This helps your customers to easily identify the key differences and make informed purchasing decisions at the touch of a button. Found the perfect product? Then it can be added directly to the shopping cart from the comparison overview.

New Distributors

In recent weeks and months, our supplier network on ITscope has grown significantly: A total of ten new suppliers have recently joined ITscope. In addition to six distributors from Germany, four international suppliers have also joined. From Poland, Crofset owned by Krzysztof Piotrowski and Sembe owned by Anita Szajter are new additions. Additionally, we welcome two new Dutch suppliers: Unbound VR B.V. and JLC Distribution Europe B.V.



What awaits you

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Hottest Player:

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



01 Highflyer: Top 15 of the newcomers

Rank	Listed since	Products (Manufacturer / product name / mfr's no.)	Total clicks
Q4 23			
01	25.10.23	Lenovo ThinkCentre M70q Gen4 12E3, i5 13400T, 16GB, 512GB, 12E3004FGE	3068
02	31.10.23	Apple MacBook Pro, 14.2", M3Pro, 18GB, 512GB, MRX33D/A	1887
03	10.01.24	UbiQuiti U7-PRO, Wi-Fi7, User 300+	1646
04	02.11.23	Sony PlayStation 5, 9577171	966
05	31.10.23	Samsung Galaxy Tab A, 11", 64GB, grey, SM-X210NZAEEUB	959
06	01.11.23	Iiyama ProLite XUB2792QSU-B6	898
07	22.12.23	MSI GeForce RTX 4080 SUPER 16G VENTUS 3X OC, 16GB GDDR6X, V511-221R	880
08	17.01.23	Samsung Galaxy S24, 6.2", 8GB, 128GB, black, SM-S921BZKDEUB	767
09	18.10.23	Apple Pencil, MUWA3ZM/A	613
10	09.11.23	HP Poly Blackwire 5220, wired, on Ear, USB-C, 8X231AA	364
11	03.01.24	Samsung 990 EVO, 1TB, M.2, PCIe 5.0x2, MZ-V9E1T0BW	343
12	11.10.23	Be Quiet! Dark Rock PRO 5, BK036	336
13	18.10.23	ASUS NUC 11 Essential NUC11ATKC20002, Celeron N N4505, 90AB1ATK-MB2120	301
14	05.11.23	Synology Plus Series HAT3310-12T, 12TB, 7200rpm	242
15	09.02.24	Apple Vision Pro (256 GB), MQL83LL/A	225

02 Graphics cards

Rank Q1 24	Rank Q4 23	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	05	MSI 24GB D6X RTX 4090 Gaming X Trio, 24GB GDDR6X, V510-006R	2139
02	04	MSI GeForce RTX 4070 Ti GAMING X SLIM WHITE 12G, 12GB GDDR6X, V513-250R	1204
03	-	MSI GeForce RTX 4080 SUPER 16G VENTUS 3X OC, 16GB GDDR6X, V511-221R	880 TOP!
04	03	MSI GeForce RTX 4060 Ti VENTUS 2X BLACK 8G OC, 8GB GDDR6, V515-017R	780
05	07	NVIDIA RTX A4000, 16GB GDDR6, VCNRTXA4000-PB	775
06	11	NVIDIA T400 4GB, 4GB GDDR6, Low-Profile, VCNT400-4GB-SB	683
07	10	NVIDIA RTX A2000, 12GB GDDR6, VCNRTXA2000-12GB-PB	663
08	02	MSI GeForce RTX 3060 VENTUS 2X 12G OC, 12GB GDDR6, V397-022R	657
09	19	Gigabyte GeForce RTX 4090 WINDFORCE V2 24G, 24GB GDDR6X, GV-N4090WF3V2-24GD	632
10	-	MSI GeForce RTX 4070 SUPER 12G VENTUS 2X OC, 12GB GDDR6X, V513-641R	594 TOP!
11	34	MSI GeForce RTX 4060 VENTUS 2X BLACK 8G OC, 8GB GDDR6, V516-004R	539
12	15	ASUS TUF Gaming GeForce RTX 4090 24GB OG, 24GB GDDR6X, 90YV0IY3-M0NA00	490
13	08	Gigabyte GeForce RTX 4090 GAMING OC 24G, 24GB GDDR6X, GV-N4090GAMING OC-24	482
14	769	MSI GeForce RTX 4070 Ti SUPER 16G VENTUS 2X OC, 16GB GDDR6X, V513-615R	478
15	23	PowerColor RX 7900XTX OC Hellhound, 24GB DDR6, RX 7900XTX 24G-L/OC	470

Hottest Player:

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



At a glance:

TOP!

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

Hottest Player:

Lenovo ThinkCentre M70q
Gen 3 11T3, i5 12400T,
8GB, 256GB



At a glance:

TOP!

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

03 PC systems

Rank	Rank	Products	Total
Q1 24	Q4 23	(Manufacturer / product name / mfr's no.)	clicks
01	05	Lenovo ThinkCentre M70q Gen 3 11T3, i5 12400T, 8GB, 256GB, 11T300B3GE	4434
02	45	Lenovo ThinkCentre M70q Gen4 12E3, i5 13400T, 16GB, 512GB, 12E3004FGE	3068
03	03	HP Pro Mini 400 G9, i5 12500T, 16GB, 512GB, 6B242EA#ABD	2545
04	02	HP Pro Mini 400 G9, i5 12400T, 8GB, 256GB, 6B240EA#ABD	2305
05	10	Dell OptiPlex 7010, i5 13500T, 8GB, 256GB, 7K8H1	1907
06	01	Lenovo ThinkCentre M70q Gen 3 11T3, i5 12400T, 16GB, 256GB, 11T300BWGE	1409
07	15	HP Elite 600 G9, i7 12700T, 16GB, 512GB, 828S7AT#ABD	1159
08	09	Lenovo M75q, R5 5600GE, 16GB, 512GB, 11JN0082GE	1058
09	37	Dell Precision 3660 Tower, i7 13700, 32GB, 1TB, 09VNP	791
10	07	Dell OptiPlex 7010, i5 13500T, 16GB, 512GB, 33RDD	744
11	06	HP Workstation Z2 G9, i7 13700K, 32GB, 1TB, 865G0ET#ABD	744
12	-	HP Pro 400 G9 - Wolf Pro, i5 12500T, 16GB, 512GB, 9M928AT#ABD	724 TOP!
13	04	Dell OptiPlex 7010, i5 13500T, 16GB, 256GB, VH0W5	711
14	229	Lenovo ThinkCentre M70q Gen4 12E3, i7 13700T, 16GB, 512GB, 12E3004NGE	688
15	79	HP Workstation Z2 G9, i7 13700K, 16GB, 512GB, 5F117EA#ABD	655

04 Notebooks

Rank Q1 24	Rank Q4 23	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	07	HP ProBook 450 G10 - Wolf Pro, 15.6", i5 1335U, 16GB, 512GB, 7L6Y1ET#ABD	7911
02	03	Lenovo ThinkBook 16p G4 IRH 21J8, 16", i9 13900H, 32GB, 1TB, 21J80022GE	3516
03	02	Lenovo ThinkPad E16 Gen 1 21JN, 16", i5 1335U, 16GB, 512GB, 21JN004RGE	3253
04	17	Microsoft Surface Laptop 5 for Business, 15", i7 1265U, 16GB, 512GB, RIQ-00028	2298
05	06	Dell Latitude 5540, 15.6", i7 1365U, 16GB, 512GB,1F8R2	2157
06	08	Lenovo ThinkPad P16 Gen 2 21FA, 16", i7 13700HX, 32GB, 1TB, 21FA000FGE	1999
07	15	Apple MacBook Pro, 14.2", M3 Pro, 18GB, 512GB, MRX33D/A	1887
08	04	Lenovo ThinkPad E16, 16", R5 7530U, 16GB, 512GB, 21JT000FGE	1831
09	09	Lenovo ThinkPad L15 Gen 4 21H3, 15.6", i5 1335U, 16GB, 512GB, 21H3002AGE	1747
10	10	Lenovo ThinkPad X13 Yoga Gen 4 21F2, 13.3", i7 1355U, 16GB, 512GB, 21F2001EGE	1620
11	01	Apple MacBook Air, 13.3", M1, 8GB, 256GB, MGN63D/A	1588
12	21	HP EliteBook 840 G10, 14", i7 1355U, 16GB, 512GB, 7L7U3ET#ABD	1410
13	14	HP 470 G10, 17.3", i5 1335U, 16GB, 512GB, 7L6Y9ET#ABD	1324
14	11	Lenovo ThinkPad E14 Gen 5 21JK, 14", i5 1335U, 16GB, 512GB, 21JK005AGE	1251
15	39	Lenovo V15 G4 IRU 83A1, 15.6", i3 1315U, 8GB, 256GB, 83A1002CGE	1249

Hottest Player:

HP ProBook 450 G10 -
Wolf Pro, 15.6", i5 1335U,
16GB, 512GB



Hottest Player:

Ubiquiti UniFi U6-PRO,
Wi-Fi 6, 300User+, U6-PRO



At a glance:



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

05 Access Points

Rank	Rank	Products	Total
Q1 24	Q4 23	(Manufacturer / product name / mfr's no.)	clicks
01	01	Ubiquiti UniFi U6-PRO, Wi-Fi 6, 300User+, U6-PRO	2997
02	-	Ubiquiti UniFi, U7-PRO, Wi-Fi 7, 2.5GbE uplink, 300User+, U7-PRO	1646 TOP!
03	03	Ubiquiti UniFi U6-LR, Wi-Fi6, Long Range, Wi-Fi6, 300User+, U6-LR	1261
04	05	Ubiquiti UniFi U6+, Wi-Fi6, U6-PLUS	1039
05	04	HP Enterprise Instant On AP22 (RW), Wi-Fi6, R4W02A	880
06	07	HPE Aruba AP-505 (RW), Wi-Fi6, 256User, R2H28A	873
07	08	HPE Aruba AP-515 (RW), Wi-Fi6, 256User, BT, Q9H62A	763
08	06	Ubiquiti UniFi 6 Lite Access Point Wi-Fi 6 with, U6-LITE	664
09	10	Ubiquiti UniFi 6 Mesh, Wi-Fi6, Mesh, U6-MESH	629
10	19	Sophos APX 120, Wi-Fi5, Firewall, A120TCHNE	618
11	09	Ubiquiti UAP-AC-PRO, Wi-Fi5, UAP-AC-PRO	570
12	15	AVM FRITZ! Repeater 2400, Wi-Fi6, Mesh, 20002855	513
13	14	AVM FRITZ! Repeater 1200 AX, Wi-Fi6, Range-Extender, 20002974	472
14	18	Sophos APX 320, Wi-Fi5, Firewall, A320TCHNE	471
15	12	Ubiquiti UAP-AC-M-PRO, Wi-Fi5, Mesh, Outdoor, UAC-AC-M-PRO	434

06 Mobile phones

Rank Q1 24	Rank Q4 23	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	Apple iPhone 15 Pro Max, 256GB, black, MU773ZD/A	4555
02	02	Apple iPhone 14, 128 GB, black, MPUF3ZD/A	2502
03	04	Apple iPhone 13, 128GB, midnight, MLPF3ZD/A	2385
04	05	Apple iPhone 15, 128GB, black, MTP03ZD/A	2203
05	03	Apple iPhone SE (3rd generation), 64GB, black, MMXF3ZD/A	2111
06	07	Samsung Galaxy A54 5G, 128GB, grey, SM-A546BZKCEUB	1647
07	06	Apple iPhone 15 Pro, 128GB, black, MTUV3ZD/A	1193
08	09	Samsung Galaxy S23, 128GB, black, SM-S911BZKDEUB	1061
09	11	Apple iPhone SE (3rd generation), 128GB, black, MMXJ3ZD/A	1046
10	25	Samsung Galaxy A54 5G - Enterprise Edition, 128GB, grey, SM-A546BZKCEEB	1046
11	12	Samsung Xcover 5 Enterprise, 64GB, black, SM-G525FZKDEEB	1022
12	21	Google Pixel 7a, 128GB, black, GA03694-GB	1013
13	08	Apple iPhone 15 Pro, 256GB, black, MTV13ZD/A	999
14	15	Samsung Galaxy Xcover 6 Pro - Enterprise Edition, 128GB, black, SM-G736BZKDEEB	842
15	138	Samsung Galaxy S23 Ultra, 256GB, black, SM-S918BZKDEUE3	800

Hottest Player:

Apple iPhone 15 Pro Max,
256GB, black



Hottest Player:

Apple iPad Wi-Fi, 10.2",
64GB, grey



07 Tablets

Rank Q1 24	Rank Q4 23	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	Apple iPad Wi-Fi, 10.2", 64GB, grey, MK2K3FD/A	14262
02	04	Microsoft Surface Pro 9 for Business, 13", i5, 16GB, 256GB, QIA-00004	2743
03	05	Apple 10.9-inch iPad Wi-Fi (10. Gen.), 10.9", 64GB, silver, MPQ03FD/A	2037
04	02	Microsoft Surface Pro 9 for Business, 13", i7, 16GB, 512GB, QIY-00004	1397
05	12	Samsung GALAXY Tab Active, 8", 64GB, black, SM-T575NZKAEEB	1188
06	07	Microsoft Surface Go 3, 10.5", i3, 8GB, 128GB, 8VI-00003	1076
07	06	Apple 10.9-inch iPad Air Wi-Fi (5. Gen.), 10.9", 64GB, grey, MM9C3FD/A	1070
08	03	Samsung Tab A8, 10.5", WIFI, 32GB, grey, SM-X200NZAEEUB	1067
09	14	Apple iPad Wi-Fi + Cellular (10. Gen.), 64GB, silver, MQ6J3FD/A	1067
10	30	Samsung Galaxy Tab S9 FE, 10.9", 128GB, grey, SM-X516BZAAEUB	1034
11	265	Samsung Galaxy Tab A9+, 11", 64GB, grey, SM-X210NZAEEUB	959
12	10	Samsung Galaxy Tab Active 4 Pro, 10.1", 128GB, black, rugged, SM-T636BZKEEEB	926
13	15	Microsoft Surface Pro 9 for Business, 13", i5, 16GB, 256GB, QIA-00022	923
14	16	Apple 12.9-inch iPad Pro Wi-Fi + Cellular (6. Gen.), 256GB, grey, MP203FD/A	889
15	51	Microsoft Surface Pro 8, 13", i7 1185G7, 16GB, 256GB, EIV-00004	888

08 TFTs

Rank Q1 24	Rank Q4 23	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	Dell P2422H	6775
02	04	Lenovo ThinkVision T24i-30, 63CFMATXEU	2391
03	03	Dell P2722H	2181
04	02	HP E24i G4, 9VJ40AA#ABB	1891
05	07	HP E24 G5, 6N6E9AA#ABB	1686
06	17	Lenovo ThinkVision T27i-30, 63A4MAT1EU	1656
07	06	HP E27 G5, 6N4E2AA#ABB	1529
08	11	iiyama ProLite XUB2493HS-B5	1493
09	05	Lenovo ThinkVision P27h-20, 61E9GAT6EU	1456
10	40	Dell P2723D	1346
11	34	LG 24BN65YP-B	1126
12	09	HP E24 G4, 9VF99AA#ABB	1113
13	12	Samsung F27T450FZU, LF27T450FZUXEN	1104
14	20	HP E27Q G5, 6N6F2AA#ABB	1060
15	21	Dell UltraSharp U2723QE	1010

Hottest Player:

Dell P2422H



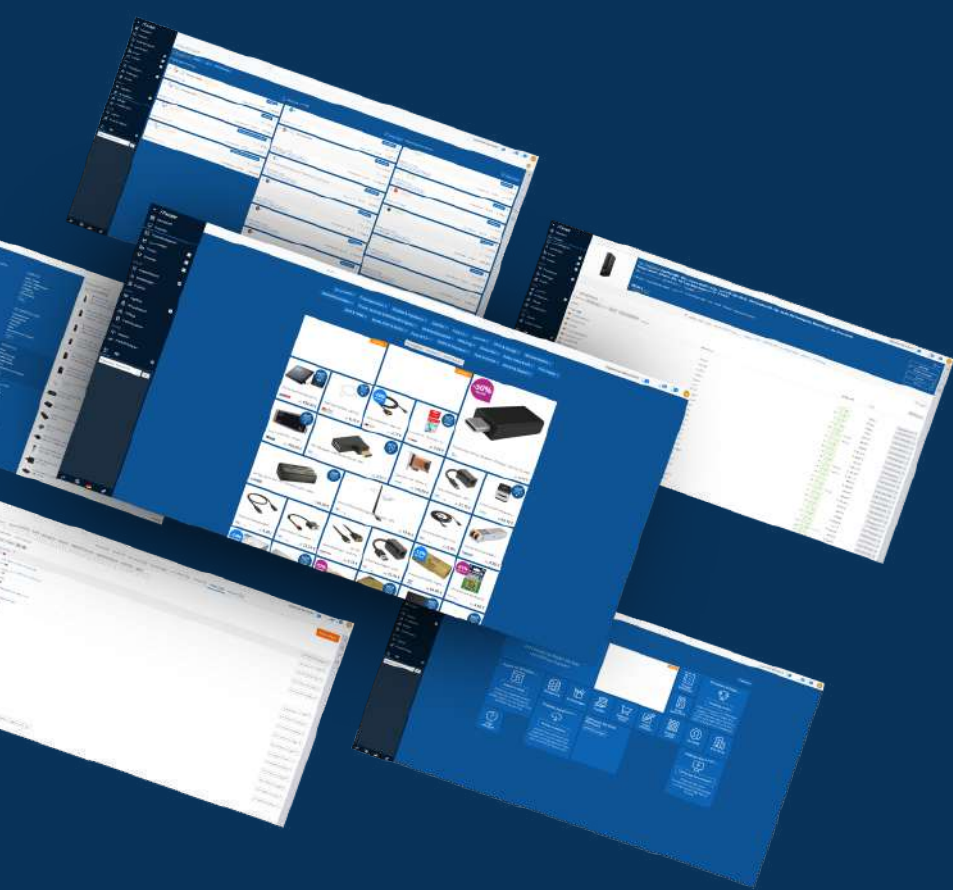
Hottest Player:

HP Color LaserJet Pro
MFP M283fdw



09 Multifunction Printers

Rank Q1 24	Rank Q4 23	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	HP Color LaserJet Pro MFP M283fdw, 7KW75A#B19	2469
02	02	HP Officejet Pro 9010e All-in-One, 257G4B#629	1894
03	04	Brother MFC-L8690CDW, MFCL8690CDWG1	1355
04	03	Kyocera ECOSYS P2040dn, 1102RX3NLO	1293
05	08	Kyocera ECOSYS M5526cdw, 1102R73NLO	1001
06	10	Brother HL-L5100DN, HLL5100DNG1	943
07	16	HP LaserJet Pro 4002dn, 2Z605F#B19	885
08	05	HP Officejet Pro 7740 All-in-One, G5J38A#A80	884
09	48	HP Color LaserJet Pro M255dw, 7KW64A#B19	846
10	06	HP Color LaserJet Pro MFP M479fdw, W1A80A#B19	825
11	18	HP LaserJet Pro MFP 4102dw, 2Z622F#B19	814
12	12	Brother HL-L8260CDW, HLL8260CDWG1	691
13	09	Zebra ZD421, ZD4A042-30EE00EZ	691
14	26	Kyocera ECOSYS M5526cdn, 1102R83NLO	691
15	22	HP Officejet Pro 9012e All-in-One, 22A55B#629	690



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