

ITscope

Will AI be the new
superpower in the channel?
The IT heroes of the
third quarter

ITscope market barometer
Q3 2024



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:

Lenovo ThinkPad E16,
16", Core Ultra 5 125U,
16GB, 512GB



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	Listed since	Products (Manufacturer / product name / mfr's no.)	Total clicks
Q3 24			
01	23.04..24	Lenovo ThinkPad E16, 16", Core Ultra 5 125U, 16GB, 512GB, 21MA001YGE	7155
02	18.04.24	HP Pro 400 G9, i5 13500T, 16GB, 512GB, 9M9B0AT#ABD	2714
03	08.05.24	Apple 11-inch iPad WIFI, 11", M2, 128GB, grey, MUWC3NF/A	2026
04	08.05.24	Apple Pencil Pro, MX2D3ZM/A	1820
05	08.05.24	Apple Magic Keyboard, MWR53D/A	1010
06	02.05.24	Apple Netzteil, MUVV3ZM/A	702
07	01.07.24	Iiyama ProLite XUB2493HS-B6, 24"	524
08	01.05.24	Lenovo Quectel EM061K-GL, M.2-Card, 4XC1Q24438	485
09	22.08.24	Ubiquiti Cloud Key UniFi, UCK-G2-SSD	464
10	10.09.24	Apple iPhone 16 Pro Max, 6.9", A14 Pro, 256GB, Desertsand, MYWX3ZD/A	441
11	29.07.24	AMD Ryzen 9 9950X, 16-core, SMT, AM5, 100-100001277WOF	298
12	22.08.24	Microsoft Office Home and Business 2024, EP2-06662	283
13	04.06.24	Owl Labs Meeting Owl 4+, UHD, 360°, MTW405-2000	233
14	10.09.24	Apple AirPods 4, MXP63ZM/A	204
15	24.04.24	PNY NVIDIA RTX A1000, 8GB GDDR6, Low-Profile, VCNRTXA1000-SB	201

02 Notebooks

Rank Q3 24	Rank Q2 24	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	19	Lenovo ThinkPad E16 Gen 2 21MA, 16", Core Ultra 5 125U, 16GB, 512GB, 21MA001YGE	7155
02	08	HP 470 G10, 17.3", i5 1335U, 16GB, 512GB, 7L6Y9ET#ABD	2437
03	358	HP ProBook 450 G10, 15.6", i5 1335U, 16GB, 512GB, 9V1L7AT#ABD	2391
04	11	Lenovo ThinkPad L15 Gen 4 21H3, 15.6", i5 1335U, 16GB, 512GB, 21H3002AGE	2094
05	49	HP ProBook 450 G10, 15.6", i7 1355U, 32GB, 1TB, 816F5EA#ABD	2058
06	17	Microsoft Surface Laptop 6 for Business, 13.5", Core Ultra 7 165H, 16GB, 512GB, ZJW-00030	1936
07	05	Apple MacBook Pro, 14.2", M3 Pro, 18GB, 512GB, MRX33D/A	1658
08	03	Dell Latitude 5540, 15.6", i7 1365U, 16GB, 512GB, 1F8R2	1495
09	107	Lenovo ThinkPad L13 Yoga Gen 4 21FR, 13.3", R5 Pro 7530U, 16GB, 512GB, 21FR000AGE	1493
10	247	Lenovo ThinkPad T14s Gen 6 21N1, 14", Snapdragon X Elite X1E-78-100, 32GB, 1TB, 21N10007GE	1446
11	42	HP Elite x360 1040 G10, 14", i7 1355U, 16GB, 512GB, 7L7U9ET#ABD	1427
12	10	Lenovo V15 G4 IRU 83A1, 15.6", i3 1315U, 8GB, 256GB, 83A1002CGE	1383
13	188	Lenovo ThinkPad E16 Gen 2 21M5, 16", R5 7535HS, 16GB, 512GB, 21M5002AGE	1339
14	14	Lenovo ThinkPad L15 Gen 4 21H7, 15.6", R5 Pro 7530U, 16GB, 512GB, 21H7001YGE	1308
15	06	HP ProBook 450 G9, 15.6", i5 1235U, 16GB, 512GB, 8V6M7AT#ABD	1266

Hottest Player:

Lenovo ThinkPad E16 Gen 2 21MA, 16", Core Ultra 5 125U, 16GB, 512GB



Hottest Player:

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



03 PC systems

Rank	Rank	Products	Total
Q3 24	Q2 24	(Manufacturer / product name / mfr's no.)	clicks
01	01	Lenovo ThinkCentre M70q Gen4 12E3, i5 13400T, 16GB, 512GB, 12E3004FGE	12639
02	57	HP Pro 400 G9, i5 13500T, 16GB, 512GB, 9M9B0AT#ABD	2714
03	06	Lenovo M75q, R5 5600GE, 16GB, 512GB, 11JN0082GE	1522
04	05	HP Pro Mini 400 G9, i5 12400T, 8GB, 256GB, 6B240EA#ABD	1510
05	20	Lenovo ThinkCentre neo 50q Gen 4 12LN, i5 13420H, 16GB, 512GB, 12LN001EGE	1255
06	03	Dell OptiPlex 7010, i5 13500T, 8GB, 256GB, 7K8H1	1201
07	64	HP Workstation Z2 G9, i7 14700K, 32GB, 1TB, 996L7ET#ABD	1002
08	08	Dell OptiPlex 7010, i5 13500T, 16GB, 512GB, 33RDD	960
09	07	Lenovo M70q, i5 13400T, 8GB, 256GB, 12E3004RGE	948
10	13	Lenovo ThinkCentre M70q Gen4 12E3, i7 13700T, 16GB, 512GB, 12E3004NGE	887
11	209	Dell OptiPlex Micro 7020 MFF, i5 14500T, 16GB, 512GB, JX05H	873
12	10	Lenovo ThinkCentre M70t Gen 4 12DR, i5 13400, 16GB, 512GB, 12DR0011GE	799
13	11	Lenovo ThinkCentre M70q Gen4 12E3, i5 13500T, 16GB, 512GB, 12E3004KGE	707
14	16	Lenovo ThinkCentre M70s Gen 4 12DT, i5 13400, 16GB, 512GB, 12DT000GGE	620
15	227	HP Pro 400 G9, i5 13500, 16GB, 512GB, 9M8K6AT#ABD	591

04 Network Cameras & Conference Systems

Rank Q3 24	Rank Q2 24	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	Logitech MeetUp, UHD, 120°, 960-001102	1202
02	03	Logitech Rally Bar, UHD, 90°, 960-001311	738
03	07	HP Poly Studio - Video-Soundbar, 120°, 842D4AA#ABB	599
04	04	Logitech Rally Plus, UHD, 90°, 960-001224	525
05	05	Owl Labs Meeting Owl 3, FHD, 360°, MTW300-2000	498
06	09	Logitech GROUP, FHD, 90°, 960-001057	440
07	02	Logitech BCC950 ConferenceCam, FHD, 78°, 960-000867	407
08	20	Logitech BRIO 105, FHD, 30fps, 960-001592	373
09	06	Jabra PanaCast 50, 3.840 x 1.080, 180°, 8200-231	332
10	13	Ubiquiti G5 Professional, UHD, 110°, outdoor, UVC-G5-PRO	329
11	-	Logitech EXPANSION MIC FOR MEETUP, 6m, 989-000405	302 TOP!
12	12	HP Poly Studio P5, FHD, 30fps, 76U43AA	302
13	08	Logitech Rally Bar Mini, UHD, 30fps, 960-001339	297
14	11	HP Poly Studio X52, UHD, 8D8L1AA#ABB	293
15	21	Ubiquiti UniFi Video Camera G5 Turret, 2K, 102.4°, UVC-G5-TURRET-ULTRA	290

Hottest Player:

Logitech MeetUp,
UHD, 120°



At a glance:

TOP!

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

Hottest Player:

Apple iPhone 15,
128GB, black



05 Mobile phones

Rank	Rank	Products	Total
Q3 24	Q2 24	(Manufacturer / product name / mfr's no.)	clicks
01	02	Apple iPhone 15, 128GB, black, MTP03ZD/A	3222
02	01	Apple iPhone 15 Pro Max, 256GB, black, MU773ZD/A	2741
03	03	Apple iPhone 14, 128 GB, black, MPUF3ZD/A	2113
04	04	Apple iPhone 13, 128GB, midnight, MLPF3ZD/A	1906
05	05	Apple iPhone SE (3rd generation), 64GB, black, MMXF3ZD/A	1657
06	08	Samsung Galaxy XCover7 - Enterprise Edition, 128GB, black, SM-G556BZKDEEB	1574
07	06	Samsung Galaxy A55, 128GB, blue, SM-A556BZKAEUB	1454
08	09	Samsung Galaxy S24 Ultra, 256GB, black, SM-S928BZKGEUB	1223
09	10	Samsung Galaxy S24, 128GB, black, SM-S921BZKDEUB	1148
10	21	Samsung Galaxy A35 - Enterprise Edition, 128GB, blue, SM-A356BZKBEEB	1085
11	16	Samsung Galaxy A15, 128GB, black, SM-A155FZKDEUB	1071
12	17	Samsung Galaxy A55 - Enterprise Edition, 128GB, blue, SM-A556BZKAEEB	1033
13	28	Samsung Galaxy A15 5G, 128GB, black, SM-A156BZKDEUB	1009
14	07	Samsung Galaxy A54 5G - Enterprise Edition, 128GB, grey, SM-A546BZKCEEB	979
15	11	Apple iPhone 15 Pro, 128GB, black, MTUV3ZD/A	967

06 Tablets

Rank Q3 24	Rank Q2 24	Products (Manufacturer / product name / mfr´s no.)	Total clicks
01	01	Apple iPad Wi-Fi, 10.2", 64GB, grey, MK2K3FD/A	6630
02	04	Apple 10.9-inch iPad Wi-Fi (10. Gen.), 10.9", 64GB, silver, MPQ03FD/A	2557
03	72	Microsoft Surface Pro 10, 13.3", Core Ultra 7 165U, 16GB, 512GB, ZDW-00004	2507
04	05	Samsung Galaxy Tab A9+, 11", 64GB, grey, SM-X210NZAEEUB	2410
05	07	Microsoft Surface Pro 8, 13", i7 1185G7, 16GB, 256GB, EIV-00004	2128
06	25	Apple 11-inch iPad Air Wi-Fi, 11", M2, 128GB, grey, MUWC3NF/A	2026
07	02	Microsoft Surface Pro 9 for Business, 13", i5, 16GB, 256GB, QIA-00004	1841
08	11	Apple 13-inch iPad Pro Wi-Fi + Cellular, 13", M4, 256GB, Space-black, MVXR3NF/A	1601
09	10	Samsung Galaxy Tab Active5 - Enterprise Edition, 8", 128GB, rugged, SM-X306BZGAEEB	1471
10	61	Samsung Galaxy Tab S9 FE, 10.9", 128GB, grey, SM-X510NZAEEUB	1430
11	06	Apple iPad Wi-Fi + Cellular (10. Gen), 64GB, Silber, MQ6j3FD/A	1395
12	12	Microsoft Surface Go 4 for Business, 10.5", N200, 8GB, 128GB, XHU-00004	1212
13	08	Samsung Galaxy Tab Active 4 Pro, 10.1", 128GB, Schwarz, rugged, SM-T636BZKEEEB	1208
14	03	Microsoft Surface Pro 10, 13", i5, 16GB, 256GB, ZDT-00022	1066
15	43	Apple 11-inch iPad Air Wi-Fi + Cellular, 11", M2, 128GB, grey, MUXD3NF/A	1056

Hottest Player:

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



Hottest Player:

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



07 CPU

Rank	Rank	Products	Total
Q3 24	Q2 24	(Manufacturer / product name / mfr's no.)	clicks
01	01	AMD Ryzen 7 7800X3D, 8-Core, SMT, 4.2GHz, AM5, 96MB Cache, 100-100000910WOF	2177
02	03	AMD Ryzen 9 7950X3D, 16-Core, SMT, 4.2 GHz, AM5, 128MB Cache, 100-100000908WOF	947
03	05	Intel Core i7-12700KF, 12-Core, 20 Threads, 3.6GHz, LGA1700, BX8071512700KF	931
04	02	Intel Core i7-14700K, 20-Core, 28 Threads, 3.4GHz, LGA1700, BX8071514700K	888
05	09	AMD Ryzen 7 5800X, 8-Core, SMT, 3.8 GHz, AM4, 100-100000063WOF	721
06	06	Intel Core i9-14900K, 24-Core, 32 Threads, 3.2GHz, LGA1700, BX8071514900K	708
07	24	AMD Ryzen 9 7900X3D, 12-core, SMT, 128MB Cache, AM5, 100-100000909WOF	671
08	13	AMD Ryzen 5 5600X, 6-Core, SMT, 3.7 GHz, AM4, 100-100000065BOX	659
09	12	Intel Core i7 13700KF, 16-Core, 24 Threads, 3.4GHz, LGA1700, BX8071513700KF	598
10	17	AMD Ryzen 7 7700X, 8-Core, SMT, 4.5GHz, AM5, 100-100000591WOF	591
11	10	Intel Core i5-12400, 6-Core, HT, 2.5GHz, LGA1700, BX8071512400	585
12	38	AMD Ryzen 7 5700X3D, 8-core, SMT, 96MB Cache, AM4, 100-100001503WOF	581
13	14	AMD Ryzen 5 7600X, 6-Core, SMT, 4.7GHz, AM5, 100-100000593WOF	559
14	11	AMD Ryzen 9 5900X, 12-Core, SMT, 3.7 GHz, AM4, 100-100000061WOF	534
15	07	AMD Ryzen 5 5600G, 6-Core, SMT, APU, 3.9 GHz, AM4, 100-100000252BOX	513

08 Multifunction Printers

Rank Q3 24	Rank Q2 24	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	03	Kyocera ECOSYS P2040dn, 1102RX3NL0	1441
02	04	Brother MFC-L2800DW, MFCL2800DWRE1	1045
03	17	HP Color LaserJet Pro MFP M479fdw, W1A80A#B19	980
04	01	HP Color LaserJet Pro MFP M283fdw, 7KW75A#B19	970
05	02	HP Officejet Pro 9010e All-in-One, 257G4B#629	846
06	26	Epson EcoTank ET-4850, C11CJ60402	820
07	06	HP LaserJet Pro 4002dn, 2Z605F#B19	766
08	05	Brother MFC-L8690CDW, MFCL8690CDWG1	760
09	10	Zebra ZD421d, ZD4A042-D0EE00EZ	731
10	09	Kyocera ECOSYS M5526cdw, 1102R73NL0	694
11	61	HP Officejet Pro 9730e Wide Format All-in-One, 537P6B#629	676
12	30	HP PageWide Pro 477dw, D3Q20B#A80	612
13	07	Kyocera ECOSYS M5526cdn, 1102R83NL0	609
14	33	Kyocera ECOSYS MA2100CWFX, 110C0A3NL0	597
15	11	Epson WorkForce Pro WF-C5890DWF, C11CK23401	591

Hottest Player:

Kyocera ECOSYS
P2040dn



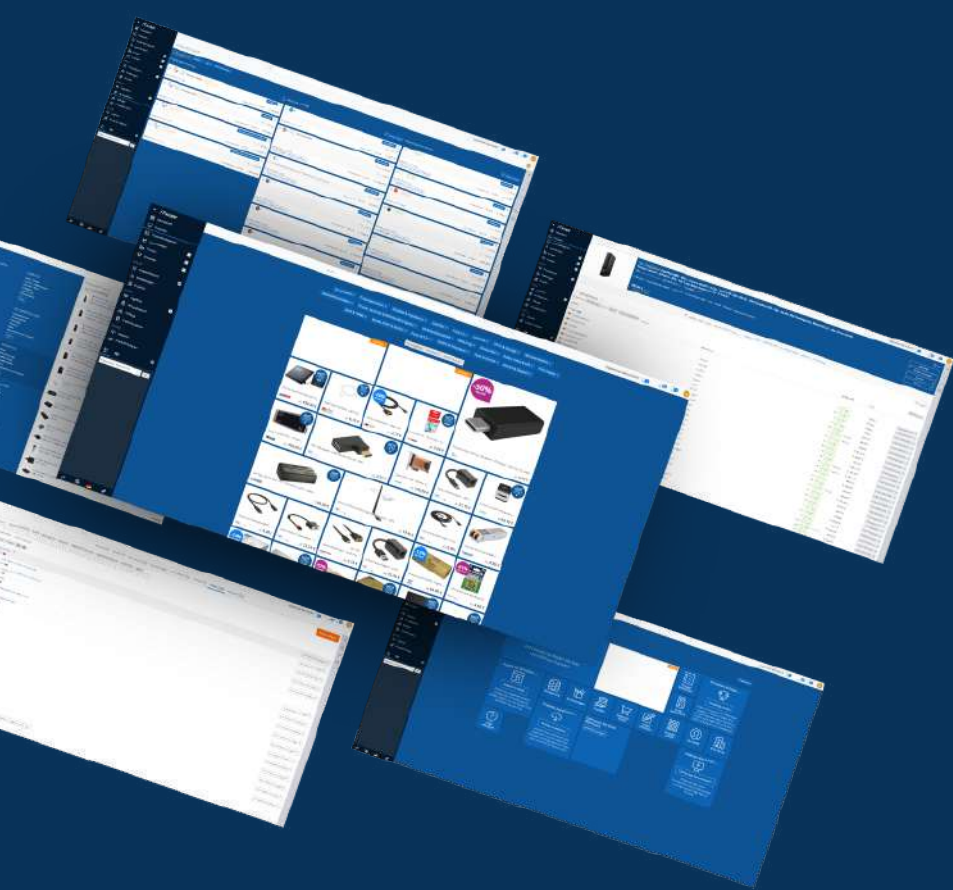
Hottest Player:

Dell P2422H



09 TFTs

Rank	Rank	Products	Total
Q3 24	Q2 24	(Manufacturer / product name / mfr's no.)	clicks
01	01	Dell P2422H, 23.8"	4501
02	03	HP E24 G5, 23.8", 6N6E9AA#ABB	2294
03	02	Lenovo ThinkVision T24i-30, 23.8" 63CFMATXEU,	2103
04	35	Dell P2425H, 23.8"	1504
05	06	HP E27 G5, 27", 6N4E2AA#ABB	1394
06	07	Lenovo ThinkVision T27i-30, 27", 63A4MAT1EU	1384
07	05	HP E24i G4, 24", 9VJ40AA#ABB	1349
08	04	Dell P2722H, 27"	1329
09	10	Dell P2723D, 27"	1285
10	08	Iiyama ProLite XUB2493HSU-B6, 23.8"	1207
11	11	HP E27Q G5, 27", 6N6F2AA#ABB	1153
12	26	Dell P3424WE, 34"	1087
13	31	Lenovo ThinkVision T24d-10, 24", 61B4MAT1EU	959
14	15	Dell P2723DE, 27"	943
15	14	Dell UltraSharp U2723QE, 27"	939



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