

ITscope

The Rising Stars in the ITC Sky

ITscope market barometer
Q3 2021 Overview

Ranking of highflyers & 7 product categories



Our IT market barometer

Dear customers & followers,

our aim is to keep you up to date and informed about the current reseller demand for ICT 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 8 categories — and the perfect ICT market overview.

News from the 3rd quarter of 2021:

The product designer is here:

as part of **Digital Sales Insights**, we are drawing up a series of publications for you on the topic of **'Digitalisation and Sales in System Houses'**. We kicked off the first edition (in German only) with our latest feature, the **product designer**, demonstrating how you can use it to successfully distribute your own products, bundles and services digitally - creating real added value for your customers.

New distributors:

a total of **eleven new suppliers** have joined the ITscope network in recent months. In addition to **seven suppliers based in Germany**, several **international companies** from Belgium, the Czech Republic, Denmark and Estonia are now also part of ITscope.

Happy Birthday B2B Suite:

in August, our **eCommerce solution** celebrated its anniversary. For three years now, it has been an **integral part of the portfolio for us** - and, of course, also for our system house customers that deploy the B2B Suite. On this occasion, we asked them about their experiences.



What awaits you

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ITscope

Das sind die Rising Stars
am ITK-Himmel

ITscope Marktbarometer
Q3 2021 Gesamtmarkt



Hottest Player:

Dell P2422H



01 Highflyer: Top 30 of the newcomers

Rank	Listed since	Products (Manufacturer / product name / mfr's no.)	Total clicks
Q3 21			
01	29.05.21	Dell P2422H	2575
02	20.05.21	MSI GeForce RTX 3070 Ti SUPRIM X 8G, 8GB GDDR6, V505-008R	2524
03	11.05.21	Lenovo ThinkPad E15\1, 15,6", i5, 8GB, 256GB SSD, 20RES6DF05	2362
04	01.06.21	AVM FRITZ!Box 7590 AX, 20002929	1311
05	07.04.21	Intel Next Unit of Computing 10 Performance kit, i7 10710U, BXNUC10I7FNKN2	1152
06	22.04.21	Apple TV 4K, MXGY2FD/A	807
07	21.04.21	Apple AirTag, MX532ZM/A	650
08	21.04.21	Apple Magic Keyboard, silver, MJQK3D/A	624
09	14.08.21	Microsoft Windows Server 2022 Standard, P73-08330	618
10	26.07.21	Samsung Galaxy A52s 5G, 128GB, 5G, black, SM-A528BZKDEUB	612
11	26.06.21	AMD Ryzen 5 5600G, 3.9GHz, 6-Core, SMT, APU, 100-100000252BOX	570
12	12.04.21	Sony, Ratchet & Clank: Rift Apart (PS5) DE-Version 9825999	539
13	19.04.21	Poly Voyager Focus 2 UC, 213727-02	368
14	06.07.21	Lenovo ThinkPad Universal Thunderbolt 4 Dock, 40B00135EU	363
15	11.05.21	HP Envy, 223N4B#629	304

Hottest Player:

Dell P2422H



01 Highflyer: Top 30 of the newcomers

Rank	Listed since	Products (Manufacturer / product name / mfr's no.)	Total clicks
16	31.03.21	Gigaset OpenScape DECT Phone S6entry Mobilteil, L30250-F600-C533	297
17	28.03.21	Kingston 1 TB NVMe SSD, SNVS/1000G	296
18	28.04.21	Jabra PanaCast 50, 8200-231	277
19	16.06.21	Lenovo ThinkPad Thunderbolt 4 WorkStation Dock, 40B00300EU	273
20	12.06.21	Lenovo Quectel EM120R-GL, 4XC1D51447	221
21	01.04.21	Google Nest Hub (2nd Gen), GA01892-EU	220
22	28.04.21	Lenovo 16GB, DDR4, SO-DIMM, 4X71D09534	217
23	24.04.21	Synology RackStation RS2421RP+	212
24	17.06.21	Xiaomi Roborock S7, S7 WHITE	211
25	19.05.21	Gigabyte S452-Z30 (rev. 100), 4U, Barebone, 6NS452Z30MR-00	184
26	22.05.21	ASRock H510 Pro BTC+, LGA1200, ATX, 90-MXBGL0-A0UAYZ	151
27	16.09.21	Apple 10.2-inch iPad WiFi, 10.2", 64GB, space-grey, MK2K3FD/A	147
28	21.04.21	Apple Smart Flip-Cover, black, MJMG3ZM/A	144
29	15.07.21	Apple MagSafe Battery Pack, white, MJWY3ZM/A	139
30	27.06.21	Samsung QM55R-A, LH55QMRABGXEN	137

02 TFTs

Rank	Rank	Products	Total
Q3 21	Q2 21	(Manufacturer / product name / mfr's no.)	clicks
01	01	Dell P2419H	8300
02	02	Dell P2719H, 210-APXF	4658
03	03	HP E24i G4, 9VJ40AA#ABB	2846
04	262	Dell P2422H, 210-AZYX	2575
05	04	HP E24 G4, 9VF99AA#ABB	2100
06	76	Lenovo ThinkVision T24i-2L, 62B0MAT2EU	1925
07	08	Samsung Flip WM55R, LH55WMRWBGOXEN	1906
08	06	HP E27 G4, 9VG71AA#ABB	1838
09	19	Dell P2720DC	1810
10	07	Samsung C34H890WGR, LC34H890WGRXEN	1494
11	65	Dell UltraSharp U2722D	1384
12	05	Lenovo ThinkVision T24i-20, 61F7MAT2EU	1330
13	24	HP EliteDisplay E243m, 1F448AA#ABB	1285
14	20	Lenovo ThinkVision P27h-20, 61E9GAT6EU	1232
15	16	HP E23 G4, 9VF96AA#ABB	1232

Hottest Player:

Dell P2419H



Hottest Player:

Apple iPhone SE,
64GB, black



03 Mobile phones

Rank Q3 21	Rank Q2 21	Products (Manufacturer / product name / mfr 's no.)	Total clicks
01	01	Apple iPhone SE, 64GB, black, MHGP3ZD/A	6056
02	02	Apple iPhone 12, 128GB, black, MGJA3ZD/A	2340
03	34	Samsung Galaxy A52 5G, 128GB, black, 5G, SM-A526BZKDEEB	1795
04	05	Apple iPhone 11, 64GB, black, MHDA3ZD/A	1700
05	16	Samsung Xcover 5 Enterprise, 64GB, black, SM-G525FZKDEEB	1448
06	04	Apple iPhone 12 Pro, 128GB, graphite, MGMK3ZD/A	1384
07	18	Samsung Galaxy A21s, 32GB, black, SM-A217FZKNEUB	1334
08	11	Apple iPhone 12 mini, 128GB, black, MGE33ZD/A	1113
09	12	Samsung Galaxy S21 5G, 128GB, grey, SM-G991BZADEUB	1102
10	06	Apple iPhone 12, 64GB, black, MGJ53ZD/A	1023
11	09	Apple iPhone 11, 128GB, black, MHDH3ZD/A	987
12	29	Samsung Galaxy A32 5G, 64GB, black, 5G, SM-A326BZKJUEUB	938
13	07	Apple iPhone SE, 128GB, black, MHGT3ZD/A	878
14	14	Samsung Galaxy A52, 128GB, black, SM-A525FZKGEUB	850
15	17	Apple iPhone 12 mini, 64GB, black, MGD33ZD/A	835

04 Tablets

Rank	Rank	Products	Total
Q3 21	Q2 21	(Manufacturer / product name / mfr's no.)	clicks
01	01	Microsoft Surface Pro 7, i5, 256GB, platinum grey, PVR-00003	7272
02	02	Apple iPad, 10.2", Wi-Fi, 32GB, grey, MYL92FD/A	4890
03	03	Microsoft Surface Go 2, m3, 128GB, silver, SUA-00003	2714
04	04	Samsung Galaxy Tab A7, 32GB, grey, SM-T500NZAEEUB	2101
05	06	Apple iPad, 10.2", Wi-Fi, 128GB, grey, MYLD2FD/A	1734
06	11	Microsoft Surface Pro 7+, i5, 16GB, 256GB, 1S4-000032	1658
07	05	Microsoft Surface Pro 7, i5, 8GB, 256GB SSD, black, PVR-00018	1610
08	12	Microsoft Surface Pro 7+, i5, 8GB, 256GB, 1S3-00003	1531
09	07	Samsung Galaxy Tab S6 Lite, 64GB, grey, SM-P610NZAADBT	1457
10	09	Apple iPad Air, 10.9", 64GB, Wi-Fi, space grey MYFM2FD/A	1308
11	10	Samsung Galaxy Tab S6 Lite, 64GB, 10.4", grey, SM-P615NZAADBT	1276
12	51	Microsoft Surface Pro 7+, 12.3", i7, 16GB, 512GB SSD, 1ND-00003	1181
13	15	Apple iPad 2020 (8.Gen), Wi-Fi + Cellular, 128GB, space grey, MYML2FD/A	1108
14	13	Samsung Galaxy Tab A7, 10.4", 32GB, grey, SM-T505NZAEEUB	1093
15	34	Samsung Galaxy Tab S, 11", 128GB, black, SM-T870NZKAEUB	1070

Hottest Player:

Microsoft Surface Pro 7, i5, 256GB, platinum grey



Hottest Player:

Lenovo ThinkPad E15,
15.6", i7, 16GB, 512GB



05 Notebooks

Rank Q3 21	Rank Q2 21	Products (Manufacturer / product name / mfr 's no.)	Total clicks
01	05	Lenovo ThinkPad E15, 15.6", i7, 16GB, 512GB, 20TD002MGE	8537
02	01	Dell Latitude 3510, 15.6", i3, 8GB, 256GB, NK2MC	7921
03	20	HP 450 G8, 15.6", i5, 8GB, 256GB, 2W1G6EA#ABD	3753
04	255	Lenovo ThinkPad E15 20RE, 15.6", i5, 8GB, 256GB, 20RES6DF05	2362
05	11	Apple MacBook Air, 13.3", M1, 8GB, 256GB, MGN63D/A	2307
06	06	Microsoft Surface Book 3, 13.5", i7, 16GB, 256GB, SKY-00005	2248
07	07	Lenovo ThinkPad E15, 15.6", i5, 8GB, 256GB, 20TD0004GE	2073
08	458	Lenovo ThinkPad L15 Gen 2 20X7, 15.6", R7 Pro, 8GB, 512GB, 20X7003TGE	1642
09	10	Apple MacBook Pro with Touch Bar, 16", i9, 16GB, 1TB, MVMK2D/A	1590
10	08	Lenovo ThinkPad E15, 15.6", i5, 16GB, 512GB, 20TD0003GE	1442
11	03	HP ProBook 650 G8, 15.6", i5, 8GB, 256GB, 2Y2J3EA#ABD	1343
12	02	Lenovo ThinkPad L15 Gen 1 20U3, 15.6", i5, 8GB, 256GB, 20U3000SGE	1230
13	18	HP EliteBook 850 G7, 15.6", i5, 8GB, 256GB, 1J6F5EA#ABD	1227
14	25	Fujitsu LIFEBOOK A3510, 15.6", i5, 8GB, 256GB, FPC04911BP	1154
15	931	Lenovo ThinkPad L15 Gen 2 20X3, 15.6", i5, 8GB, 256GB, 20X3005AGE	1089

06 PC systems

Rank Q3 21	Rank Q2 21	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	04	Lenovo ThinkCentre M70q 11DT, i5 2GHz, 256GB SSD, 11DT003WGE	4454
02	03	Dell OptiPlex 3080, i5 2.3GHz, 256GB SSD, 7RDCW	3459
03	02	HP ProDesk 400 G6, i5 2.3GHz, 256GB SSD, 23H19EA#ABD	3078
04	22	Lenovo ThinkCentre M720q 10T7, i5 1.8GHz, 512GB SSD, 10T700C2GE	1135
05	12	Lenovo ThinkCentre M70q 11DT, i3 3GHz, 256GB SSD, 11DT003HGE	1133
06	05	HP Z2 G5 Mini Workstation i7, 512GB SSD, Quadro T1000, 12M10EA#ABD	1000
07	20	Lenovo ThinkCentre M70q 11DT, i5 2GHz, 256GB SSD, 11DT003RGE	916
08	11	Lenovo ThinkCentre M70q 11DT, i5 2GHz, 512GB SSD, 11DT0043GE	825
09	07	HP ProDesk 400 G6, i3 3GHz, 256GB SSD, 23H17EA#ABD	796
10	19	Lenovo V50a-24IMB 11FJ, AIO, i5 2GHz, 256GB SSD, 11FJ008FGE	789
11	16	Lenovo ThinkCentre M70t 11EV, i5 2.9GHz, 512GB SSD, 11EV000WGE	748
12	29	HP ProDesk 400 G7, i5 3.1 GHz, 256GB SSD, 293T9EA#ABD	748
13	10	HP ProDesk 400 G6, i5 2.3GHz, 512GB SSD, 23H33EA#ABD	734
14	15	Dell OptiPlex 3080, i5 3.1GHz, 256GB SSD, WR1J6	733
15	09	HP ProDesk 400 G7, i5 3.1GHz, 256GB SSD, 11M69EA#ABD	725

Hottest Player:

Lenovo ThinkCentre
M70q 11DT, i5 2GHz,
256GB SSD



Hottest Player:

MSI GeForce RTX 3070 Ti SUPRIM X 8G, 8GB GDDR6



At a glance:



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

07 Graphics cards

Rank	Rank	Products	Total
Q3 21	Q2 21	(Manufacturer / product name / mfr's no.)	clicks
01	63	MSI GeForce RTX 3070 Ti SUPRIM X 8G, 8GB GDDR6, V505-008R	2524
02	11	NVIDIA Quadro P2200, 5GB GDDR5X, VCQP2200-PB	2512
03	-	MSI GeForce RTX 3060 Ti GAMING Z TRIO 8G LHR, 8GB GDDR6, V390-290R	1783 TOP!
04	08	MSI RTX 3090 SUPRIM X 24G, 24GB GDDR6X, V388-010R	1782
05	05	PNY XLR8 GeForce RTX 3090 Gaming EPIC-X RGB, 24GB GDDR6X, VCG309024TFXPPB	1711
06	164	MSI GeForce RTX 3080 Ti GAMING X TRIO, 12GB GDDR6X, V389-058R	1661
07	03	NVIDIA Quadro RTX 4000, 8GB GDDR6, VCQRTX4000-PB	1500
08	41	MSI GeForce RTX 3080 Ti SUPRIM X 12G, 12GB GDDR6X, V389-057R	1339
09	37	NVIDIA RTX A4000, 16GB GDDR6, PCIe 4.0 x16, VCNRTXA4000-PB	1048
10	176	MSI GTX 1050 Ti 4GT LP, 4GB GDDR5, Low-Profile, V809-2404R	941
11	32	Gigabyte GeForce RTX 3060 GAMING OC 12G, 12GB GDDR6, GV-N3060GAMING OC-12GD	915
12	06	Gigabyte GeForce RTX 3070 GAMING OC 8G, 8GB GDDR6, GV-N3070GAMING OC-8G	876
13	19	NVIDIA Quadro P1000, 4GB GDDR5, VCQP1000V2-PB	726
14	23	NVIDIA Quadro P620, 2GB GDDR5, LP, VCQP620V2-PB	723
15	01	MSI GeForce RTX 3070 VENTUS 3X OC, 8GB GDDR6, V390-007R	704

Hottest Player:

AMD Ryzen 7 5800X,
8-Core, 3,8 GHz, SMT



At a glance: **TOP!**

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

08 CPUs

Rank	Rank	Products	Total
Q3 21	Q2 21	(Manufacturer / product name / mfr's no.)	clicks
01	03	AMD Ryzen 7 5800X, 8-Core, 3,8 GHz, SMT, 100-100000063WOF	1495
02	05	AMD Ryzen 5 5600X, 6-Core, 3,7 GHz, SMT, 100-100000065BOX	1397
03	02	Intel Core i5 10400, 6-Core, 2,9 GHz, HT, BX8070110400	940
04	13	Intel Core i7-11700K, 8-Core, HT, 3,6GHz, BX8070811700K	895
05	07	Intel Core i7 10700, 8-Core, 2,9 GHz, HT, BX8070110700	837
06	04	AMD Ryzen 9 5950X, 16-Core, 3,4 GHz, SMT, 100-100000059WOF	807
07	14	Intel Core i5 11400 2,6 GHz - Skt 1200, BX8070811400	746
08	01	AMD Ryzen 9 5900X, 12-Core, 3,7 GHz, SMT, 100-100000061WOF	726
09	11	AMD Ryzen 7 3700X, 8-Core, 3,6 GHz, SMT, 100-100000071BOX	665
10	06	Intel Core i3 10100, 4-Core, HT, 3,6 GHz, BX8070110100	652
11	10	AMD Ryzen 5 3600, 6-Core, 3,6 GHz, SMT, 100-100000031BOX	626
12	08	AMD EPYC 7302P, 16-Core, SMT, 3 GHz, 100-000000049	601
13	38	AMD EPYC 7252, 8-Core, SMT, 3,1 GHz, 100-000000080	571
14	-	AMD Ryzen 5 5600G, 6-Core, SMT, APU, 3,9 GHz, 100-100000252BOX	570
15	12	Intel Core i7 9700K, 8-Core, 3,6 GHz, BX80684179700K	538

TOP!



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