

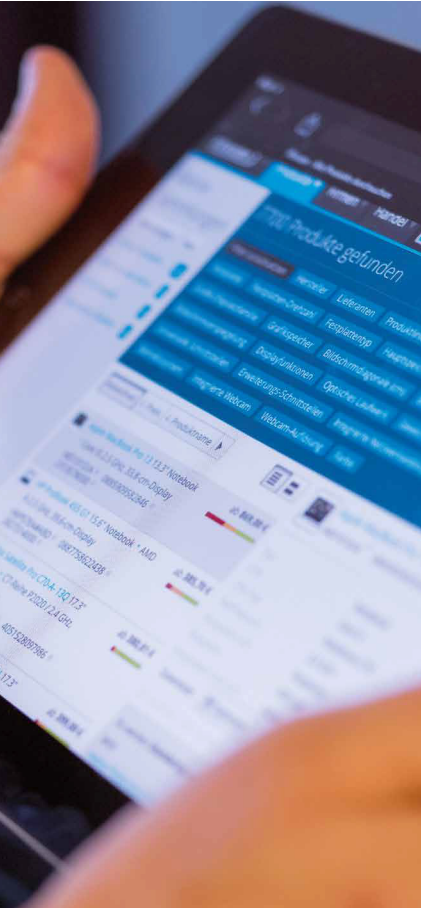


Racing in the fast lane: Who will finish top in Q4 2020?

ITscope market barometer Q4 2020// Overview

All rankings from 10 product categories





Our IT market barometer

Dear customers & followers,

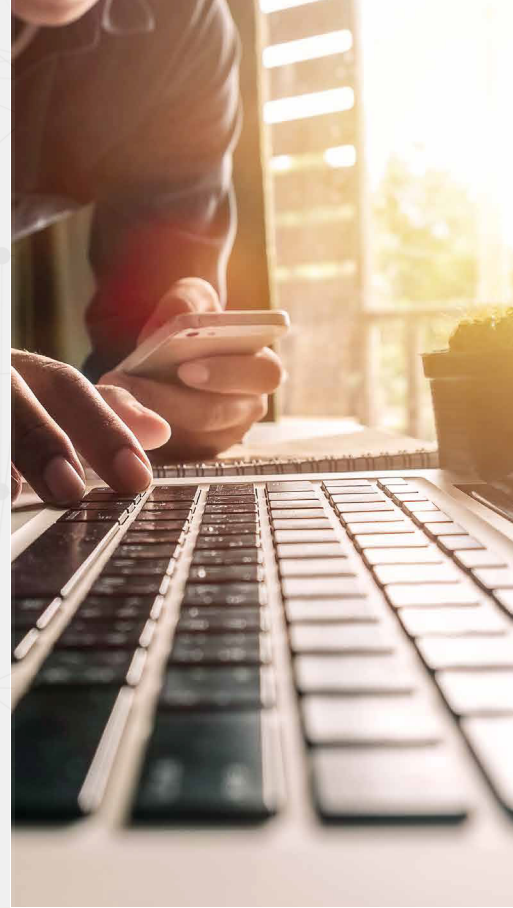
our aim is to keep you up to date and informed about the current reseller demand for ICT products as well as top sellers and product highlights. Get a neutral and unbiased insight based on real clicks from our users on products from 10 categories – and the perfect ICT market overview.

First of all our news from the 4th quarter of 2020:

- ✔ **PunchOut catalogues for seamless customer connection:** allow your customers to **seamlessly order from your predefined catalogue using their ERP or merchandise management system**. Our personalised customer portal, the B2B Suite, connects directly to market-leading systems such as SAP, SAP Ariba, Onventis, Coupa or Jaggaer and supports exchange formats such as cXML & OCI.
- ✔ **New distributors:** in Q4, we were able to acquire a **total of 15 new suppliers** for ITscope. New listings include smart.engineered, a specialist in display protection, the software distributor **Digital Republic Media Group GmbH**, the IT security specialist **tronet GmbH (allfirewalls)** and the Belgian company **2BY2 N.V.**
- ✔ **Looking ahead to 2021:** the coming months will be characterised by **managed services and cloud licences**. In the future, it will be possible to offer not only hardware but also software licences, services and cloud solutions in customised packages, **whether for purchase, leasing or as a managed service**.

What awaits you

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Hottest Player:

Apple iPad 10.2
32 GB space grey



01 Highflyer: Top 30 of the newcomers

Rank Q4 20	Listed since	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	16.09.20	Apple iPad 10.2 Wi-Fi 32 GB space gray, MYL92FD/A	7630
02	15.09.20	MSI GEFORCE RTX3080 GAMING X TR, 10GB GDDR6X, V389-005R	6204
03	18.09.20	Sony PlayStation 5, 825GB, white, 9395201	3083
04	14.10.20	Apple iPhone 12, 64GB, black, MGJ53ZD/A	2355
05	10.10.20	AMD Ryzen 9 5900X, 12-Core, 3,7 GHz, SMT, 100-100000061WOF	2131
06	14.10.20	Apple 20W USB-C Power Adapter, MHJE3ZM/A	2074
07	14.07.20	Synology Disk Station DS920+	1818
08	11.10.20	Logitech C505, 1280x720@30fps, black, 960-001364	1622
09	16.09.20	Apple Watch Series 6, 44mm, space grey, sportsband, M00H3FD/A	1529
10	16.09.20	Samsung 980 PRO, 1TB, M.2 2280, NVMe, MZ-V8P1T0BW	1451
11	11.11.20	Apple MacBook Air, 13.3", M1, 8GB, 256GB, MGN63D/A	1130
12	14.10.20	Apple MagSafe, silver, MHXH3ZM/A	885
13	15.09.20	Logitech M500s Advanced, 910-005784	833
14	02.07.20	Crucial 8GB DDR4 2666MHz SO-DIMM, CT8G45FRA266	794
15	15.10.20	Apple HomePod mini, MY5G2D/A	738

Hottest Player:

Apple iPad 10.2
32 GB space grey



01 Highflyer: Top 30 of the newcomers

Rank	Listed since	Products (Manufacturer / product name / mfr's no.)	Total clicks
16	21.08.20	Acronis True Image 2021, TIH4B2DES	455
17	14.10.20	Apple Case with MagSafe for iPhone 12, MHL73ZM/A	382
18	11.11.20	Apple Mac mini, M1, 8Core, 8GB, 256GB SSD, MGNR3D/A	335
19	02.09.20	Xiaomi Roborock S6 MaxV, S6V52-00	314
20	16.07.20	AVM FRITZ! DECT 440, 20002905	312
21	10.07.20	HP Reverb G2, 1N0T5AA#ABD	306
22	04.09.20	HP DesignJet T630, 5HB09A#B19	279
23	01.09.20	Epson WorkForce Pro WF-7840DTWF, C11CH67402	277
24	25.10.20	Logitech Folio Touch, 920-009956	270
25	16.07.20	Peerless Peerless-AV SR560-FLIP2	259
26	11.07.20	Unify OpenScape Desk Phone CP400, L30250-F600-C427	241
27	19.09.20	Sony DualSense Controller for PS5, 9399506	230
28	27.10.20	Premium HP Toner CE285A	217
29	18.11.20	HP E24 G4, 9VF99AA#ABB	185
30	11.09.20	Iiyama lift for Touchscreen, MD 062B7295K	178

02 TFTs

Rank Q4 20	Rank Q3 20	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	Dell P2419H	13370
02	07	Dell P2719H	4678
03	03	HP EliteDisplay E243i, 1FH49AA#ABB	4055
04	02	Dell UltraSharp U2415, 860-BBEW	3532
05	14	Samsung Flip WM55R, LH55WMRWBGCXEN	3108
06	06	HP EliteDisplay E243, 1FH47AA#ABB	2714
07	04	LG 24BK550Y-B	2334
08	34	Samsung Flip WM65R, LH65WMRWBGCXEN	2272
09	70	Lenovo ThinkVision T24i-20, 61F7MAT2EU	2085
10	13	HP EliteDisplay E273, 1FH50AA#ABB	1968
11	15	Samsung C49J890DKU, LC49J890DKUXEN	1848
12	08	Dell UltraSharp U2719D	1752
13	12	HP EliteDisplay E243m, 1FH48AA#ABB	1743
14	31	Samsung UD590 Series U28E590D, LU28E590DS/EN	1662
15	11	Samsung SE650 Series S24E650PL, LS24E65UPLC/EN	1544

Hottest Player:

Dell P2419H



Hottest Player:

Apple iPhone SE
2. generation



At a glance:



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

03 Mobile phones

Rank Q4 20	Rank Q3 20	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	Apple iPhone SE (2nd generation), 64GB, black, MX9R2ZD/A	5535
02	02	Apple iPhone 11, 64GB, black, MWLT2ZD/A	3531
03	-	Apple iPhone 12 - 15.5 cm (6.1") - 2532 x 1170 pixels - 64 GB - 12 MP - iOS 14 - Black, MGJ53ZD/A	2355
04	-	Apple iPhone 12 Pro - 15.5 cm (6.1") - 2532 x 1170 pixels - 256 GB - 12 MP - iOS 14 - Blue, MGMT3ZD/A	1961
05	03	Samsung Galaxy A51, 128GB, Dual-SIM, black, SM-A515FZKVEUB	1866
06	07	Apple iPhone 11, 128GB, black, MWM02ZD/A	1811
07	-	Apple iPhone 12 Pro - 15.5 cm (6.1") - 2532 x 1170 pixels - 128 GB - 12 MP - iOS 14 - Graphite, MGMK3ZD/A	1612
08	-	Apple iPhone 12 - 15.5 cm (6.1") - 2532 x 1170 pixels - 128 GB - 12 MP - iOS 14 - Black, MGJA3ZD/A	1518
09	-	Apple iPhone SE - Smartphone - 12 MP 64 GB - Black, MHGP3ZD/A	1481
10	-	Apple iPhone 12 Pro - 15.5 cm (6.1") - 2532 x 1170 pixels - 256 GB - 12 MP - iOS 14 - Graphite, MGMP3ZD/A	1475
11	08	Samsung Galaxy Xcover 4s Enterprise-Edition, 32GB, black, SM-G398FZKDE28	1310
12	09	Samsung Galaxy S10, 128GB, black, SM-G973FZKDDBT	1207
13	05	Apple iPhone SE (2nd generation), 128GB, black, MXD02ZD/A	1079
14	10	Apple iPhone Xr, 64GB, black, MRY42ZD/A	1033
15	11	Samsung Galaxy A41 - Smartphone - dual-SIM - 4G LTE - 64 GB - microSDXC slot, SM-A415FZKDEUB	1015

04 Tablets

Rank Q4 20	Rank Q3 20	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	02	Microsoft Surface Pro 7, i5, 256GB, platinum grey, PVR-00003	14142
02	191	Apple iPad 10.2 Wi-Fi 32 GB Gray - Tablet, MYL92FD/A	7630
03	23	Microsoft Surface Go 2, m3, 128GB, Silver, SUF-00003	4568
04	10	Microsoft Surface Pro 7, i5, 8GB, 256GB SSD, black, PVR-00018	4210
05	08	Microsoft Surface Pro 7, i5, 8Gb, 128GB SSD, silver, PVQ-00003	4186
06	266	Apple iPad 10.2 Wi-Fi 128 GB Gray - Tablet, MYLD2FD/A	3469
07	06	Microsoft Surface Go 2, m3, 128GB, Silver, SUA-00003	3070
08	20	Microsoft Surface Pro 7, i7, 256GB, Silver, PVT-00003	2930
09	44	Microsoft Surface Go 2, Pentium Gold 4425Y, 64GB, Silver, TGF-00003	2420
10	398	Apple iPad 2020 (8.Gen), Wi-Fi + Cellular, 128GB, space grey, MYML2FD/A	2112
11	03	Samsung Galaxy Tab A (2019), 64GB, 10.1", black, SM-T510NZKFDBT	2044
12	31	Microsoft Surface Pro 7, i7, 256GB, black, PVT-00017	1998
13	13	Apple iPad Pro, 12.9", 256GB, space grey, MXAT2FD/A	1973
14	436	Apple iPad Air, 10.9", 64GB, Wi-Fi, space grey, MYFM2FD/A	1939
15	185	Samsung GALAXY TAB A, 32GB, grey, SM-T500NZAEEUB	1890

Hottest Player:

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



Hottest Player:

Lenovo ThinkPad E15
20RD, 15.6", i5, 8GB,
256GB



05 Notebooks

Rank Q4 20	Rank Q3 20	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	Lenovo ThinkPad E15 20RD, 15.6", i5, 8GB, 256GB, 20RD001FGE	21337
02	43	Lenovo ThinkPad L15 Gen 1 20U3, 15.6", i5, 8GB, 256GB, 20U3000SGE	4126
03	03	HP ProBook 650 G5, 15.6", i5, 8GB, 256GB, 6XE26EA#ABD	4064
04	02	HP ProBook 450 G7, 15.6", i5, 8GB, 256GB, 8VU72EA#ABD	3242
05	64	HP ProBook 450 G7, 15.6", i7, 16GB, 512GB, 8VU58EA	3227
06	08	HP 255 G7, 15.6". Ryzen 5, 8GB, 256GB, 2D200EA#ABD	2989
07	06	Apple MacBook Pro with Touch Bar, 16", i9, 16GB, 1TB, MWK2D/A	2805
08	07	Lenovo V340-17IWL 81RG, 17.3", i7, 16GB, 512GB, 81RG000HGE	2615
09	17	Fujitsu LIFEBOOK A359, 15.6", i5, 8GB, 256GB, VFY:A3590MP580DE	2590
10	208	Dell Latitude 3510, 15.6", i5, 8GB, 256GB, 2GMKN	2451
11	118	Lenovo ThinkPad L15 Gen 1 20U3, 15.6", i5, 8GB, 256GB, 20U3000RGE	2190
12	319	Dell Latitude 3510, 15.6", i3, 8GB, 256GB, NK2MC	2188
13	14	Lenovo ThinkPad E15 - 15,6" Notebook - 4 GHz 39,6 cm, 20T8000MGE	2000
14	28	Lenovo ThinkPad E15 20RD, 15.6", i5, 16GB, 512GB, 20RD001CGE	1997
15	79	Lenovo ThinkPad E15 20RD, 15.6", i7, 16GB, 512GB, 20RD0011GE	1913

06 PC systems

Rank	Rank	Products	Total
Q4 20	Q3 20	(Manufacturer / product name / mfr's no.)	clicks
01	01	Lenovo ThinkCentre M720q 10T7, i5 1.8GHz, 256GB SSD, 10T700BTGE	9971
02	05	HP ProDesk 400 G5, i5 2.2GHz, 256GB SSD, 7EM46EA#ABD	4130
03	02	Dell OptiPlex 3070, i5 2.2GHz, 256GB SSD, JX26T	2278
04	03	HP ProDesk 400 G6, i5 3GHz, 256GB, 7EM13EA#ABD	1871
05	04	HP ProDesk 400 G5, i5 2.2GHz, 256GB SSD, 7EM44EA#ABD	1480
06	08	HP ProDesk 400 G5, i3 3.1GHz, 256GB SSD, 7EM40EA#ABD	1131
07	13	Lenovo ThinkCentre M720q 10T7, i3 3.1GHz, 256GB SSD, 10T700A9GE	1101
08	16	Lenovo ThinkCentre M720q 10T7, i5 1.8GHz, 512GB SSD, 10T700C2GE	1065
09	06	Fujitsu ESPRIMO P558, i5 2.9GHz, 256GB SSD, VFY:P0558PP585DE	1034
10	07	Dell OptiPlex 3070, i5 3GHz, 256GB SSD, DFF7J	993
11	17	HP ProDesk 400 G6, i5 3 GHz, 256GB SSD, 7EM11EA#ABD	956
12	10	Lenovo ThinkCentre M720t 10SQ, i5 2.9GHz, 256GB SSD, 10SQ005AGE	915
13	09	Apple iMac, i5 10.Gen, 512GB SSD, MXWU2D/A	888
14	24	Lenovo ThinkCentre M720s 10ST, i5 2.9GHz, 256GB SSD, 10ST006UGE	859
15	11	Dell OptiPlex 3070, i5 3GHz, 256GB SSD, 6YCRT	796

Hottest Player:

Lenovo ThinkCentre
M720q 10T7, i5 1.8GHz,
256GB SSD



Hottest Player:

MSI GEFORCE RTX 3080
GAMING X TR, 10GB
GDDR6X



At a glance:

TOP!

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

07 Graphics boards

Rank	Rank	Products	Total
Q4 20	Q3 20	(Manufacturer / product name / mfr's no.)	clicks
01	73	MSI GEFORCE RTX 3080 GAMING X TR, 10GB GDDR6X, V389-005R	6204
02	-	MSI GeForce RTX 3070 VENTUS 3X OC, 8GB GDDR6, V390-007R	2833 TOP!
03	701	MSI GEFORCE RTX 3090 VENTUS 3X24GOC, 24GB GDDR6X, V388-002R	2366
04	45	MSI GTX 1660 SUPER GAMING X, 6GB GDDR6, V375-282R	1742
05	11	NVIDIA Quadro RTX 4000, 8GB GDDR6, VCQRX4000-PB	1622
06	78	MSI GEFORCE RTX 3080 VENTUS 3X10G OC, 10GB GDDR6X, V389-001R	1601
07	06	MSI RTX 2080 SUPER GAMING X TRIO, 8GB GDDR6, V372-248R	1453
08	29	ASUS TUF-RTX3080-O10G-GAMING, 10GB GDDR6X, 90YV0FB1-M0NM00	1359
09	195	ASUS TUF-RTX3080-10G-GAMING, 10GB GDDR6X, 90YV0FB0-M0NM00	1349
10	02	MSI RTX 2070 SUPER GAMING X TRIO, 8GB GDDR6, V372-257R	1165
11	785	ASUS ROG-STRIX-RTX3080-O10G-GAMING - OC Edition, 10GB GDDR6X, 90YV0FA1-M0NM00	1119
12	-	Gigabyte GeForce RTX 3090 TURBO 24G, 24GB GDDR6X, GV-N3090TURBO-24GD	1026 TOP!
13	-	ZOTAC GAMING GeForce RTX 3070 Twin Edge, 8GB GDDR6, ZT-A30700E-10P	987 TOP!
14	831	ZOTAC GF RTX 3090 TRINITY, 24GB GDDR6X, ZT-A30900D-10P	950
15	07	NVIDIA Quadro P2200, 5GB GDDR5X, VCQP2200-PB	908

08 Mainboards

Rank	Rank	Products	Total
Q4 20	Q3 20	(Manufacturer / product name / mfr's no.)	clicks
01	23	ASUS PRIME Z490-P, LGA1200, ATX, 90MB12V0-M0EAY0	500
02	07	Gigabyte H410M S2H, LGA1200, micro ATX, H410M S2H	463
03	19	MSI MPG Z490 GAMING PLUS, LGA1200, ATX, 7C75-007R	457
04	40	ASUS PRIME H310M-A R2.0, LGA1151, micro ATX, 90MB0Z10-M0EAY0	444
05	51	ASUS ROG Strix X570-E Gaming, AM4, ATX, 90MB1150-M0EAY0	431
06	13	ASUS PRIME A320M-K, AM4, micro ATX, 90MB0TV0-M0EAY0	390
07	14	Gigabyte X570 AORUS ELITE (rev. 1.0), AM4, ATX, X570 AORUS ELITE	388
08	04	MSI B450 TOMAHAWK MAX, AM4, ATX, 7C02-020R	318
09	17	MSI MPG Z390 GAMING PLUS, LGA1151, ATX, 7B51-001R	296
10	09	ASUS PRIME Z390-P, LGA1151, ATX, 90MB0XX0-M0EAY0	289
11	37	ASUS PRIME Z490-A, LGA1200, ATX, 90MB1390-M0EAY0	287
12	36	MSI MPG X570 GAMING PRO CARBON WIFI, AM4, ATX, 7B93-001R	281
13	59	ASUS PRIME B460M-A, LGA1200, micro ATX, 90MB13E0-M0EAY0	281
14	28	MSI Z490-A PRO, LGA1200, ATX, 7C75-003R	280
15	93	Intel Server Board S2600STBR, Socket P, E-ATX, S2600STBR	275

Hottest Player:

ASUS PRIME Z490-P,
LGA1200, ATX



Hottest Player:

AMD Ryzen 7 3700X,
8-Core, 3.6 GHz, SMT



At a glance:



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

09 CPUs

Rank Q4 20	Rank Q3 20	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	02	AMD Ryzen 7 3700X, 8-Core, 3.6 GHz, SMT, 100-100000071BOX	2603
02	01	AMD Ryzen 5 3600, 6-Core, 3.6 GHz, SMT, 100-100000031BOX	2287
03	-	AMD Ryzen 9 5900X, 12-Core, 3,7 GHz, SMT, 100-100000061WOF	2131 TOP!
04	-	AMD Ryzen 5 5600X, 6-Core, 3,7 GHz, SMT, 100-100000065BOX	1687 TOP!
05	-	AMD Ryzen 7 5800X, 8-Core, 3,8 GHz, SMT, 100-100000063WOF	1540 TOP!
06	-	AMD Ryzen 9 5950X, 16-Core, 3,4 GHz, SMT, 100-100000059WOF	1488 TOP!
07	04	AMD Ryzen 9 3900X, 12-Core, 3.8 GHz, SMT, 100-100000023BOX	1451
08	21	Intel Core i5 10400, 6-Core, 2.9 GHz, HT, BX8070110400	1172
09	03	Intel Core i9 10900K, 10-Core, 3.7 GHz, HT, BX8070110900K	1152
10	11	AMD Ryzen 5 3400G, APU, 4-Core, 3.7 GHz, SMT, YD3400C5FHBOX	1110
11	23	AMD Ryzen 5 2600, 6-Core, 3.4 GHz, SMT, YD2600BBAFBOX	1081
12	08	Intel Core i7 9700K, 8-Core, 3.6 GHz, BX80684I79700K	1066
13	07	AMD Ryzen 3 3200G, APU, 4-Core, 3.6 GHz, YD3200C5FHBOX	1038
14	10	AMD Ryzen 5 3600X, 6-Core, 3.8 GHz, SMT, 100-100000022BOX	1035
15	05	Intel Core i7 10700K, 8-Core, 3.8 GHz, HT, BX8070110700K	989

10 Server

Rank	Rank	Products	Total
Q4 20	Q3 20	(Manufacturer / product name / mfr's no.)	clicks
01	02	HPE ProLiant ML350 Gen10 Base, P11051-421	1281
02	03	HP Enterprise ProLiant MicroServer, P16006-421	831
03	01	HPE ProLiant DL380 Gen10 Performance, P06420-B21	629
04	05	HP Enterprise ProLiant DL360 Gen10, P19774-B21	613
05	04	HPE ProLiant DL380 Gen10, P20174-B21	541
06	15	HPE ProLiant DL380 Gen10, P20249-B21	536
07	24	HPE ProLiant DL380 Gen10 Network Choice, P23465-B21	428
08	06	HPE ProLiant DL380 Gen10 SMB, P02462-B21	366
09	19	HPE ProLiant DL380 Gen10 Network Choice, P24841-B21	344
10	17	HPE ProLiant DL20 Gen10 Solution, P17081-B21	331
11	14	HP Enterprise DL385 Gen10, P16694-B21	313
12	20	HP Enterprise ProLiant MicroServer, P16005-421	313
13	08	HP Enterprise ProLiant DL360 Gen10, P19779-B21	289
14	31	HP Enterprise DL380 Gen10, P24848-B21	271
15	27	HPE ProLiant DL360 Gen10 Network Choice, P23578-B21	243

Hottest Player:

HPE ProLiant ML350
Gen10 Base



Hottest Player:

Synology Disk
Station DS920+



11 Storage systems

Rank Q4 20	Rank Q3 20	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	02	Synology Disk Station DS920+	3636
02	03	Synology DiskStation DS220+	1568
03	04	Synology Disk Station DS220j	971
04	01	Synology DS218+	871
05	10	Synology Disk Station DS218	779
06	09	Synology Disk Station DS420+	657
07	13	QNAP TS-251+	604
08	05	Synology Disk Station DS720+	540
09	17	Synology RackStation RS1219+	489
10	12	Synology RackStation RS819	463
11	11	QNAP TS-231K	461
12	117	QNAP TR-004	446
13	15	Synology Disk Station DS418	435
14	14	Synology RackStation RS820+	405
15	104	Synology Disk Station DS1813+	380



Faster than
the competition.



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