



IT Market Research Q2 2016 // total market

Who reaches the top
of 11 product categories

It's time for
the best.



ITscope Market Research

Dear Customers,

with our market analysis based on our user's actual click numbers we would like to inform you about current reseller interests together with top sellers and product highlights. Gain insights into which products are most appreciated by our resellers, distributors & system integrators. Enjoy reading!

Our news from the 2nd quarter of 2016

- 🕒 New website & new solutions: discover all the possibilities we offer on www.ITscope.com.
- 🕒 Improved quotes: always stay up-to-date once your customer opens or leaves a comment on your quote
- 🕒 Newly listed distributors and manufacturers: ITscope welcomes Medium, License Distribution, IT2U, ThinclientSpecialist, Hagor, Reboon and many more.

Best regards,
your ITscope Team



Category Total Market

Index / Market data of the 2nd Quarter 2016 for following product categories

01. Newcomers
02. TFTs
03. Tablets
04. Notebooks
05. Mobile Phones
06. Wearables
07. Complete Systems
08. Mainboards
09. Software
10. Printers & Multifunctional Devices
11. 3D Printers
12. Storage Systems

At a glance:



Latest products that made it straight into
the TOP 15 last quarter.



Hottest Player:

750 EVO 120GB

Samsung



1. Newcomers of 15 categories

Rank Q2 16	listed since	Products (manufacturer, product name, manufacturer's number)	Total clicks
01	02/14/16	Samsung 750 EVO 120GB, MZ-750120BW	2205
02	02/02/16	AVM FRITZ!Fon C5, 20002748	1712
03	03/24/16	Apple Smart Cover Charcoal Grey, MM292ZM/A	642
04	06/11/16	MSI GeForce GTX 1070 AERO 8G OC, V330-011R	620
05	03/16/16	Fujitsu fi-7460 Document Scanner, PA03710-B051	594
06	02/03/16	Garmin DriveSmart 70LMT-D, 010-01538-10	378
07	03/24/16	EMTEC Power Essentials Batman v Superman, ECCHA5U750BS1U	368
08	01/24/16	EMTEC Wi-Fi HDD P700 1TB , ECHDD1000P700	358
09	01/05/16	Enermax Easy Listening Bluetooth Speakers, EAS01-BK	290
10	01/05/16	Gigabyte BRIX GB-BSi7H-6500 (rev. 1.0), Barebone i7-6500U	290
11	01/15/16	BenQ MW529 Projector, 9H.JFD77.13E	235
12	02/25/16	SanDisk Extreme Pro microSDXC 64GB, SDSQXPJ-064G-GN6M3	212
13	03/13/16	Canon EOS 1300D - Digital Camera, 1160C026	183
14	03/22/16	Kingston HyperX FURY DDR4-2400 2x8GB, HX424C15FB2K2/16	180
15	02/23/16	Samsung Wireless Charger EP-NG930, EP-NG930BBEGWW	164

2. TFTs

Rank Q2 16	Rank Q1 16	Products (manufacturer, product name, manufacturer's number)	Total clicks
01	2	Dell UltraSharp U2715H, 210-ADSO	2.902
02	1	Dell UltraSharp U2412M, 860-10161	2.791
03	6	HP EliteDisplay E242, M1P02AA#ABB	2.497
04	3	Samsung S24E650BW, LS24E65KBWW/EN	2.427
05	4	Dell Professional P2414H, 860-BBBQ	2.402
06	7	LG 24MB56HQ-B	2.386
07	18	Samsung S24E450BL , LS24E45KBL/EN	2.146
08	14	Dell UltraSharp U2415, 860-BBEW	2.130
09	5	Samsung S24E650PL, LS24E65UPL/EN	2.105
10	11	BenQ BL2405HT, 9H.LAXLB.HBE	2.049
11	12	Dell UltraSharp U2515H, 210-ADZG	1.933
12	10	LG 24MB35PM-B	1.903
13	13	Samsung S22E450BW, LS22E45KBWW/EN	1.795
14	20	Samsung S24D300H, LS24D300HS/EN	1.785
15	19	LG 24MB35PY-B	1.762

Hottest Player:

Ultra Sharp U2715H
Dell



Hottest Player:

Surface Pro 4
Microsoft



3. Tablets

Rank Q2 16	Rank Q1 16	Products (manufacturer, product name, manufacturer's number)	Total clicks
01	1	Microsoft Surface Pro 4 Silver 256GB Core i5, 7AX-00003	3363
02	5	Apple iPad Air 2 Space Grey 16GB, MGL12FD/A	2919
03	2	Apple iPad Air 2 Space Grey 64GB WiFi + Cellular (4G), MGHX2FD/A	2593
04	8	Apple iPad Air 2 Space Grey 64GB, MGKL2FD/A	2413
05	3	Microsoft Surface Pro 4 Silver 128GB Core i5, 9PY-00003	2377
06	4	Samsung Galaxy Tab A Black 16GB, SM-T550NZKADBT	2215
07	21	Apple iPad Air 2 Space Grey 16GB, MGLW2FD/A	1906
08	9	Microsoft Surface Pro 4 Silver 256GB Core i7, SU9-00003	1791
09	14	Microsoft Surface Pro 4 Silver 128GB Core M3, SU5-00003	1684
10	25	Apple iPad Air 2 Space Grey 64GB, MGKM2FD/A	1657
11	6	Apple iPad Air 2 Space Grey 16GB WiFi + Cellular (4G), MGGX2FD/A	1647
12	10	Samsung Galaxy Tab A Black 16GB mit LTE, SM-T555NZKADBT	1633
13	26	Apple iPad mini 2 Space Grey 16GB, ME276FD/A	1522
14	20	Samsung Galaxy Tab S2 Black 32GB, SM-T810NZKEDBT	1467
15	12	Microsoft Surface Pro 4 Silver 512GB Core i7, TN3-00003	1439

4. Notebooks

Rank Q2 16	Rank Q1 16	Products (manufacturer, product name, manufacturer's number)	Total clicks
01	11	Apple MacBook Pro 13", i5 2.7 GHz, MF840D/A	2222
02	22	HP ProBook 350 G2 15,6", i3 2,1 GHz , P5T09ES#ABD	2203
03	6	Apple MacBook Pro 15,4", i7 2.5 GHz, MJLT2D/A	2129
04	-	Microsoft Surface Book Silver 256GB Core i5, TP4-00010	2065
05	14	Apple MacBook Pro 15,4", i7 2.2 GHz, MJLQ2D/A	1829
06	3	HP ProBook 470 G3 17,3", i5 2,3 GHz, P5R14EA#ABD	1822
07	7	HP ProBook 470 G3 17,3", i7 2,5 GHz, P5S03EA#ABD	1757
08	-	Fujitsu LIFEBOOK A555 15.6", i5 2,2 GHz, VFY:A55550M732ODE	1725
09	15	HP ProBook 350 G2 15,6", i5 2,2 GHz, P5T11ES#ABD	1709
10	-	Fujitsu LIFEBOOK A556 15.6", i5 2.3 GHz, VFY:A5560M854ODE	1705
11	-	Microsoft Surface Book Silver 512GB Core i7, SW6-00010	1697
12	9	HP ProBook 450 G3 15,6", i5 2,8 GHz, P5R99EA#ABD	1553
13	24	Apple MacBook Pro 13", i5 2,7 GHz , MF839D/A	1550
14	16	Apple MacBook Pro 13" , i5 2,5 GHz, MD101D/A	1527
15	2	Lenovo ThinkPad L540 15,6", i5 2,6 GHz, 20AV0072GE	1523

•TOP!

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Hottest Player:

MacBook Pro 13"
Apple



Hottest Player:

iPhone 6s Space Grey
64 GB
Apple



5. Mobile Phones

Rank Q2 16	Rank Q1 16	Products (manufacturer, product name, manufacturer's number)	Total clicks
01	1	Apple iPhone 6s Space Grey 64 GB, MKQN2ZD/A	2.782
02	22	Apple iPhone 6s 16GB 4G Space Grey, MKQJ2ZD/A	2.588
03	-	Apple iPhone SE 64GB 4G Space Grey, MLM62DN/A	2.165
04	-	Samsung Galaxy S7 32GB 4G Black, SM-G930FZKADBT	1.973
05	4	Apple iPhone 5s 16GB 4G Space Grey, ME432DN/A	1.939
06	5	Apple iPhone 6 16GB 4G Space Grey, MG472ZD/A	1.868
07	6	Apple iPhone 6 64GB 4G Space Grey, MG4F2ZD/A	1.817
08	-	Apple iPhone SE 16GB 4G Space Grey, MLLN2DN/A	1.687
09	2	Microsoft Lumia 950 32GB 4G Black, A00026161	1.648
10	13	Samsung Galaxy S5 neo 16GB 4G Black, SM-G903FZKADBT	1.626
11	8	Samsung Galaxy S6 32GB 4G Black, SM-G920FZKADBT	1.587
12	11	Samsung Galaxy S5 mini 16GB 4G Black, SM-G800FZKADBT	1.579
13	7	Samsung Galaxy Xcover 3 8GB 4G Silver, SM-G388FDSADBT	1.507
14	25	Apple iPhone 6s 128GB 4G Silver, MKQU2ZD/A	1.402
15	10	Huawei P8lite 16GB 4G Black, 51094218	1.355

TOP!

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TOP!

6. Wearables

Rank Q2 16	Rank Q1 16	Products (manufacturer, product name, manufacturer's number)	Total clicks
01	2	Apple Watch Sport 42mm Space Grey, MJ3T2FD/A	1.424
02	5	Apple Watch Sport 38mm Space Grey, MJ2X2FD/A	1.104
03	7	Apple Watch Sport 42mm Silver, MJ3N2FD/A	1.033
04	8	Apple Watch Sport 38mm Silver, MJ2T2FD/A	1.014
05	11	Apple Watch 42mm Silver, MJ472FD/A	992
06	13	Apple Watch 42mm Silver, MJ3Y2FD/A	971
07	17	Apple Watch 38mm Silver, MJ3E2FD/A	967
08	18	Apple Watch 38mm Black, MJ3F2FD/A	964
09	21	Apple Watch 38mm Silver, MJ322FD/A	959
10	1	Sony SmartWatch 3 1.6" Black, 1287-4372	908
11	6	Sony SmartWatch 3 1.6" Black, 1287-4372	858
12	10	Samsung Gear S2 Classic 40mm Black, SM-R7320ZKADBT	761
13	21	Samsung Gear S2 42mm Silver, SM-R7200ZWADBT	730
14	3	Huawei Classic 42mm Silver, 55020561	679
15	31	Sony SmartWatch 3 1.6" Silver, 1287-4374	664

Hottest Player:

Watch Sport
41mm Grey
Apple



Hottest Player:

iMac 27"
Retina 5K Display,
Apple



7. Complete Systems

Rank Q2 16	Rank Q1 16	Products (manufacturer, product name, manufacturer's number)	Total clicks
01	9	Apple iMac 27" Retina 5K Display, i5 3.2 GHz, MK462D/A	1.459
02	3	HP ProDesk 400 G2 DM, i5 2.5 GHz, P5K20EA#ABD	1.389
03	26	Apple iMac 27" Retina 5K Display, i5 3.3 GHz, MK482D/A	1.369
04	21	Apple iMac 21,5", i5 1.6 GHz, MK142D/A	1.361
05	45	HP ProDesk 400 G3 Micro Tower, i5 3.2 GHz, P5K00ET#ABD	1.346
06	29	Apple iMac 21,5", i5 2.8 GHz, MK442D/A	1.327
07	15	Apple iMac 27" Retina 5K Display, i5 3.2 GHz, MK472D/A	1.316
08	25	Apple iMac 21,5" Retina 4K, i5 3.1 GHz, MK452D/A	1.316
09	1	Intel Computer Stick Atom 1.33 GHz, BOXSTCK1A32WFCL	1.312
10	2	HP 280 G1 Micro Tower, i3 3.6 GHz, L9U12EA#ABD	1.310
11	16	Dell OptiPlex 3020 Midi Tower, i5 3.3 GHz, 3020-8804	1.280
12	27	Apple Mac mini, i5 2.6GHz, MGEN2D/A	1.234
13	30	Apple Mac mini, i5 1.4GHz, MGEM2D/A	1.224
14	8	HP Workstation Z440, Xeon 3.5 GHz, G1X54ET#ABD	1.215
15	-	Raspberry Pi 3 Model B, ARMv7 1.2GHz	1.180

TOP

8. Mainboards

Rank Q2 16	Rank Q1 16	Products (manufacturer, product name, manufacturer's number)	Total clicks
01	2	Gigabyte GA-Z170-HD3P 1.0 LGA1151 ATX	1.782
02	1	ASUS Z170-A LGA 1151 ATX, 90MB0LS0-M0EAY0	1.585
03	3	ASUS Z170 PRO GAMING LGA 1151 ATX, 90MB0MD0-M0EAY0	1.461
04	5	ASUS M5A78L-M/USB3 AM3+ Micro ATX, 90-MIBG70-G0EAY00Z	1.232
05	7	ASUS Z170-P LGA1151 ATX, 90MB0NR0-M0EAY0	1.204
06	4	ASUS H81M-PLUS LGA 1151 Micro ATX, 90MB0GI0-M0EAY0	1.171
07	-	Gigabyte GA-H110M-S2H LGA1151 Micro ATX	1.168
08	27	Gigabyte GA-B150M-D3H LGA1151 Micro ATX	1.158
09	12	Gigabyte GA-78LMT-USB3 AM3+ Micro ATX	1.111
10	17	ASUS X99-A LGA2011-v3 ATX, 90MB0K50-M0EAY0	1.109
11	18	ASUS Z170-K LGA1151 ATX, 90MB0NB0-M0EAY0	1.070
12	14	ASUS H170M-PLUS LGA1151 Micro ATX, 90MB0MT0-M0EAY0	1.070
13	15	Gigabyte GA-Z170X-Gaming 3-EU LGA1151 ATX	1.064
14	28	ASUS H170-PRO LGA1151 ATX, 90MB0NC0-M0EAY0	1.062
15	6	ASUS H61M-K LGA1155 Micro ATX, 90MB0FP0-M0EAY0	1.048

TOP!

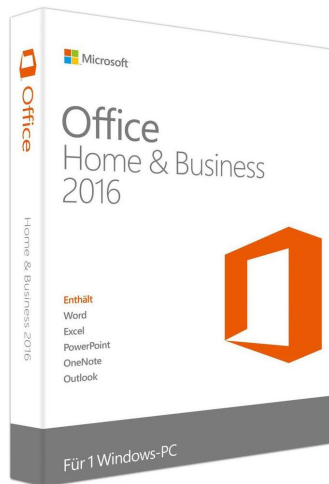
Hottest Player:

GA-Z170-HD3P
Gigabyte



Hottest Player:

Office Home &
Business 2016
Microsoft



9. Software

Rank Q2 16	Rank Q1 16	Products (manufacturer, product name, manufacturer's number)	Total clicks
01	1	Microsoft Office Home & Business 2016, T5D-02392	9.439
02	3	Microsoft Windows Server Standard 2012 R2 x64, P73-06167	5.777
03	2	Microsoft Office Home & Business 2013, T5D-01628	5.627
04	4	Microsoft Windows 10 Pro x64, FQC-08922	5.625
05	5	Microsoft Windows 7 Pro SP1 x64, FQC-08291	4.646
06	8	Microsoft Office Home & Student 2016, 79G-04356	3.531
07	7	Microsoft Windows 10 Home x64, KW9-00146	3.451
08	9	HP Enterprise Windows Server 2012 R2 ROK, 748921-B21	2.783
09	6	Microsoft Windows Server 2012, R18-03757	2.126
10	12	Microsoft Office 365 Personal, QQ2-00047	2.077
11	10	Microsoft Office Home & Student 2013, 79G-03604	2.022
12	14	Microsoft Office 365 Home, 6GQ-00046	1.742
13	22	HP Enterprise Integrated Lights-Out-Advanced, 512485-B21	1.741
14	13	Microsoft Office Professional 2016, 269-16805	1.735
15	19	Autodesk AutoCAD LT 2016, 057H1-G25111-1001	1.695

10. Printers & Multifunctional Devices

Rank Q2 16	Rank Q1 16	Products (manufacturer, product name, manufacturer's number)	Total clicks
01	1	HP LaserJet Pro M402dn, C5F94A#B19	3.382
02	7	Canon PIXMA MG5750, 0557C006	2.984
03	2	HP Officejet Pro 6830, E3E02A#A80	2.898
04	6	HP LaserJet Pro MFP M277dw, B3Q11A#B19	2.700
05	10	Canon PIXMA iP7250, 6219B006	2.607
06	86	HP LaserJet Pro MFP 276dw, CR770A#A80	2.281
07	3	Kyocera ECOSYS P2135dn, 1102PJ3NL0	2.261
08	13	Canon PIXMA MX925, 6992B006	2.169
09	17	HP LaserJet Pro MFP M477fdn, CF378A#B19	2.166
10	4	HP LaserJet Pro MFP M476dn, CF386A#B19	2.065
11	21	HP LaserJet Pro M452dn, CF389A#B19	1.994
12	8	HP OfficeJet 8610, A7F64A#A80	1.980
13	14	HP Officejet Pro 8100, CM752A#BH7	1.937
14	9	HP LaserJet P3015dn, CE528A#B19	1.880
15	-	HP PageWide Pro MFP 477dw, D3Q20B#A80	1.867

•TOP!

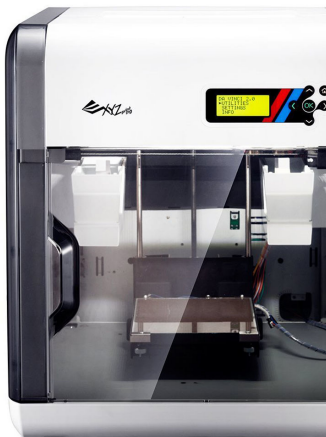
Hottest Player:

LaserJet Pro M402dn
HP



Hottest Player:

da Vinci 2.0A Duo
XYZprinting



11. 3D Printers

Rank Q2 16	Rank Q1 16	Products (manufacturer, product name, manufacturer's number)	Total clicks
01	8	XYZprinting da Vinci 2.0A Duo, 3F20AXEU00D	596
02	5	3D Systems Cube 3, 391100	587
03	4	3D Systems Cube 3, 392200	581
04	1	3D Systems CubePro Duo, 401734	580
05	2	3D Systems CubePro Duo, 401734	567
06	3	3D Systems CubePro, 401733	563
07	33	Ultimaker 2-GO, UM2GO	539
08	7	XYZprinting da Vinci 1.0, 4715872740010	531
09	17	Ultimaker 2 Extended+, UM2E+	524
10	12	XYZprinting da Vinci Junior 1.0, 3F1J0XEU00E	504
11	20	MakerBot Replicator 2, MP04948	502
12	9	XYZprinting da Vinci 1.0 AiO, 3S10AXEU00E	497
13	26	XYZprinting da Vinci 1.1 Plus, 3F11XXEU00A	493
14	19	XYZprinting Nobel 1.0, 3L10XXEU00E	492
15	30	XYZprinting Da Vinci 1.0 Pro, 3F1AWXEU00B	491

12. Storage Systems

Rank Q2 16	Rank Q1 16	Products (manufacturer, product name, manufacturer's number)	Total clicks
01	5	Synology DS415+	2.011
02	-	Synology DS216J	1.999
03	45	Synology DS216+	1.821
04	3	QNAP TS-212P	1.736
05	10	Synology DS216SE	1.666
06	9	QNAP TS-231+	1.616
07	11	QNAP TS-251	1.605
08	2	Synology DS215+	1.598
09	16	Synology DS115j	1.534
10	13	Synology RS815+	1.520
11	30	Synology RS815+	1.416
12	6	QNAP TS-231	1.392
13	26	Synology DS416	1.388
14	68	QNAP TS-453mini	1.376
15	12	QNAP TS-431+	1.348

TOP!

Hottest Player:

DS415+
Synology





Faster than the
competition.



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