

Global Customer Information System (CIS) Market Size study & Forecast, by Component (Solution, Services), Application (Water and Wastewater Management, Electricity and Power Management, Utility Gas Management) and Regional Forecasts 2025-2035

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Abstracts

The Global Customer Information System (CIS) Market is valued at approximately USD 1.55 billion in 2024 and is expected to expand at a CAGR of more than 12.60% during 2025-2035. A Customer Information System (CIS) plays a critical role in modern utilities, offering integrated solutions to manage customer data, billing, and service requests. As utilities across electricity, water, and gas sectors grapple with rising customer expectations and complex operational demands, CIS platforms are being leveraged to streamline operations and enhance customer engagement. These systems not only support accurate billing and payment processing but also enable advanced analytics, outage management, and regulatory compliance. The market's expansion is being driven by the ongoing digital transformation of utilities, growing pressure to optimize energy consumption, and a shift toward smart grids and advanced metering infrastructure (AMI).

The rising need for efficient billing solutions and the integration of customer-centric service models are reshaping the way utilities manage their operations. Utilities are under pressure to improve transparency, reduce losses, and deliver uninterrupted services while handling large volumes of data generated by connected devices. According to the U.S. Energy Information Administration, global electricity demand is projected to continue rising over the next decade, fueled by industrial growth and population expansion. This trend is pushing utility providers to adopt CIS solutions that

can integrate seamlessly with smart meters and grid systems. Moreover, the transition toward renewable energy sources and distributed energy generation introduces additional complexity, creating lucrative opportunities for CIS vendors. However, high implementation costs, data privacy concerns, and challenges in integrating legacy systems may act as restraints during the forecast period.

The detailed segments and sub-segments included in the report are:

By Component:

Solution

Services

By Application:

Water and Wastewater Management

Electricity and Power Management

Utility Gas Management

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Solutions are expected to dominate the market throughout the forecast period, as utilities increasingly adopt comprehensive CIS platforms that integrate billing, account management, and service request handling under one roof. These solutions allow organizations to centralize their operations, improve accuracy, and offer customers a seamless digital experience. As the pressure to modernize infrastructure intensifies, solution-based CIS deployments are positioned to capture the lion's share of the market. Nevertheless, the services segment—covering consulting, integration, and maintenance—is projected to grow rapidly, since utilities require ongoing support to deploy, customize, and manage these advanced platforms.

Electricity and power management currently lead the market in revenue contribution, owing to the scale and complexity of electricity distribution networks worldwide. The sector has witnessed accelerated adoption of CIS solutions to handle real-time consumption data, streamline billing, and enhance outage response mechanisms. With the global push toward renewable integration and grid modernization, electricity utilities rely heavily on CIS to maintain operational resilience. In parallel, water and wastewater utilities are projected to be the fastest-growing application segment, as increasing urbanization and stricter environmental regulations drive investment in smart water management solutions. Utility gas management also represents a vital growth area, particularly in regions with extensive pipeline infrastructure, where CIS helps improve service delivery and compliance tracking.

The Global Customer Information System (CIS) Market exhibits distinct regional dynamics. North America leads the market, bolstered by its advanced utility infrastructure, high adoption of smart meters, and strong regulatory frameworks that encourage digital transformation. Utilities in the United States and Canada have been early adopters of CIS platforms to improve operational efficiency and customer satisfaction. Asia Pacific, however, is forecast to grow at the fastest pace, driven by rapid urbanization, rising energy demand, and heavy investments in smart grid and water management projects in countries such as China and India. Europe holds a significant share as well, fueled by ongoing initiatives to decarbonize energy systems and meet ambitious climate goals. Meanwhile, the Middle East and Africa are witnessing growing adoption of CIS solutions as governments invest in modern utility infrastructure to support population growth and economic diversification. Latin America, led by Brazil and Mexico, is also emerging as a promising region, with utilities upgrading legacy systems to improve billing accuracy and expand service coverage.

Major market players included in this report are:

Oracle Corporation

SAP SE

Fluentgrid Limited

Open International LLC

Itineris NV

IBM Corporation

Cayenta (Harris Computer Systems)

Advanced Utility Systems Corporation

Wipro Limited

Tata Consultancy Services Limited (TCS)

Capgemini SE

Hansen Technologies Ltd.

CGI Inc.

Infosys Limited

Ernst & Young LLP

Global Customer Information System (CIS) Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained above.

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of the competitive structure of the market.

Demand side and supply side analysis of the market.

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