

Customer Information System (CIS) Market by Offering (Billing & Revenue Management Software, Meter Data Management Software, Customer Self-service Portals), Application (Service Order Management, Demand Response Analytics) - Global Forecast to 2030

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Abstracts

It is anticipated that the customer information system market will experience substantial growth, increasing from USD 1.79 billion in 2025 to USD 3.26 billion by 2030, with a CAGR of 12.8% throughout the forecast period. The market is driven by the growing adoption of smart grid technology, AI-powered customer analytics, and cloud-based billing solutions, particularly in the utility sector. Increasing demand for real-time data processing, personalized customer engagement, and seamless omnichannel communication is pushing organizations to invest in CIS solutions. Additionally, regulatory mandates for accurate billing and energy consumption tracking are fueling market growth. The integration of AI and automation in CIS enhances operational efficiency and improves customer satisfaction. However, a key restraint is the high implementation cost and complexity of integrating CIS with legacy IT infrastructures. Smaller utility providers often face challenges in adopting advanced solutions due to budget constraints and the technical difficulties of migrating from outdated systems.

“By offering, software segment is expected to have the largest market share during the forecast period”

The software segment is projected to dominate the customer information system (CIS) market during the forecast period due to increasing demand for advanced customer data management solutions. Utilities and businesses rely on CIS software for billing,

customer service, and analytics, driving market growth. Cloud-based solutions, AI integration, and automation further enhance efficiency, boosting adoption. Rising digital transformation initiatives and regulatory compliance requirements also contribute to software's market share. Additionally, ongoing upgrades and customization options make software solutions more attractive. Compared to services or hardware, software remains the primary driver of innovation, scalability, and cost-effectiveness in the CIS market.

“By application, demand response analytics is expected to register the fastest market growth rate during the forecast period.”

Demand response analytics is projected to experience the fastest growth in the Customer Information System (CIS) market due to increasing adoption by utilities for energy efficiency and grid optimization. As smart grids and real-time energy monitoring expand, utilities rely on demand response analytics to manage consumption patterns, reduce peak loads, and enhance customer engagement. The shift toward dynamic pricing models and renewable energy integration further accelerates adoption. Additionally, regulatory mandates and growing investments in data-driven decision-making contribute to its rapid expansion, making it a crucial application in the CIS market during the forecast period.

“By end user, Electricity & Power Distribution is expected to have the largest market share during the forecast period.”

The Electricity & Power Distribution sector is expected to dominate the Customer Information System (CIS) market during the forecast period due to rising energy demand, grid modernization, and digital transformation. Utilities increasingly adopt CIS solutions to enhance customer engagement, optimize billing, and improve outage management. Smart meters, renewable integration, and regulatory compliance further drive adoption. CIS enables real-time data analytics, seamless customer interactions, and efficient resource management. With increasing investments in smart grids and automation, power utilities prioritize advanced CIS solutions to streamline operations and improve service reliability, making Electricity & Power Distribution the largest segment in the market.

“By region, North America to have the largest market share in 2025 and Asia Pacific will account for fastest growth rate between 2025 to 2030.”

North America holds the largest market share in the customer information system (CIS)

market due to its advanced technological infrastructure, high adoption of digital transformation strategies, and the presence of key market players. The region's strong focus on customer experience, data-driven decision-making, and regulatory compliance further drives the demand for CIS solutions. Moreover, industries such as banking, utilities, and telecommunications in North America have been early adopters of cloud-based and AI-driven customer information systems, further solidifying their dominance in the market. Meanwhile, the Asia-Pacific region is projected to experience the fastest growth rate between 2025 and 2030. This rapid expansion is driven by increasing digitalization, a rising number of internet users, and growing investments in smart infrastructure across countries like China, India, and Japan. Governments and enterprises in APAC are adopting AI, IoT, and big data analytics to enhance customer engagement, leading to a surge in demand for CIS solutions. Additionally, the region's expanding utility and telecom sectors, coupled with rising consumer expectations for personalized services, are accelerating the adoption of CIS platforms. The presence of emerging economies with untapped market potential makes APAC a key driver of future growth.

Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the customer information system market.

By Company: Tier I – 23%, Tier II – 47%, and Tier III – 30%

By Designation: Directors– 38%, Managers – 48%, and others – 14%

By Region: North America – 42%, Europe – 30%, Asia Pacific – 15%, Middle East & Africa –5%, and Latin America– 8%

The report includes the study of key players offering customer information system solutions. It profiles major vendors in the customer information system market. The major players in the customer information system market include Oracle (US), SAP (Germany), IBM (US), Wipro (India), Hansen Technologies (Australia), Engineering Group (Italy), Gentrack (New Zealand), Minsait (Spain), CSG International (US), Solteq (Finland), EG (Denmark), Inhemeter (China), i3 Verticals (US), Itineris (Belgium), Fluentgrid (India), Asseco Group (Poland), Meridian Cooperative (US), Smart Energy Water (US), Open Intelligence (US), Cayenta (Canada), Advanced Utility Systems

(Canada), Ferranti Computer Systems (Belgium), NorthStar Utilities Solutions (Canada), VertexOne (US), Tally Group (Australia), Avertra (US), Cogsdale (Canada), inHANCE Utilities Solutions (US), Efluid (France), Milsoft Utility Solutions (US), Bynry (US), Starnik (US), SpryPoint (Canada), Continental Utility Solutions, Inc. (US), MaxBill (UK), SkyBill (Latvia).

Research coverage

This research report categorizes the customer information system Market by offering (software and services), by application (customer data storage & retrieval, billing & payment automation, metering data integration, service order management, usage analytics & reporting, demand response analytics, communication tools, and other applications), by deployment mode (cloud and on-premises) by end user (electricity & power distribution utilities, water & wastewater management utilities, gas utilities, and renewable energy utilities) and by Region (North America, Europe, the Middle East and Africa, Asia Pacific, and Latin America). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the customer information system market. A detailed analysis of the key industry players has been done to provide insights into their business overview, solutions, and services; key strategies; contracts, partnerships, agreements, new product & service launches, mergers and acquisitions, and recent developments associated with the customer information system market. Competitive analysis of upcoming startups in the customer information system market ecosystem is covered in this report.

Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall customer information system market and its subsegments. It would help stakeholders understand the competitive landscape and gain more insights better to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Regulatory compliance & government mandates, shift to smart grids & advanced metering infrastructure (AMI), digital transformation in

utilities, rising utility customer expectations), restraints (High implementation & upgrade costs , limited customization in off-the-shelf CIS), opportunities (Integration with AI & data analytics, demand for personalized tariff structures, utility E-marketplace & value-added services), and challenges (Interoperability between legacy & modern systems, cybersecurity & compliance pressure).

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the customer information system market.

Market Development: Comprehensive information about lucrative markets – the report analyses the customer information system market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the customer information system market.

Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players like Oracle (US), SAP (Germany), IBM (US), Wipro (India), Hansen Technologies (Australia), Engineering Group (Italy), Gentrack (New Zealand), Minsait (Spain), CSG International (US), Solteq (Finland), EG (Denmark), Inhemeter (China), i3 Verticals (US), Itineris (Belgium), Fluentgrid (India), Asseco Group (Poland), Meridian Cooperative (US), Smart Energy Water (US), Open Intelligence (US), Cayenta (Canada), Advanced Utility Systems (Canada), Ferranti Computer Systems (Belgium), NorthStar Utilities Solutions (Canada), VertexOne (US), Tally Group (Australia), Avertra (US), Cogsdale (Canada), inHANCE Utilities Solutions (US), Efluid (France), Milsoft Utility Solutions (US), Bynry (US), Starnik (US), SpryPoint (Canada), Continental Utility Solutions, Inc. (US), MaxBill (UK), SkyBill (Latvia) among others in the customer information system market. The report also helps stakeholders understand the pulse of the customer information system market and provides them with information on key market drivers, restraints, challenges, and opportunities.

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