

Behind the Bill

What do billing customers really think about their vendors?

Customers From

35+

Billing Vendors

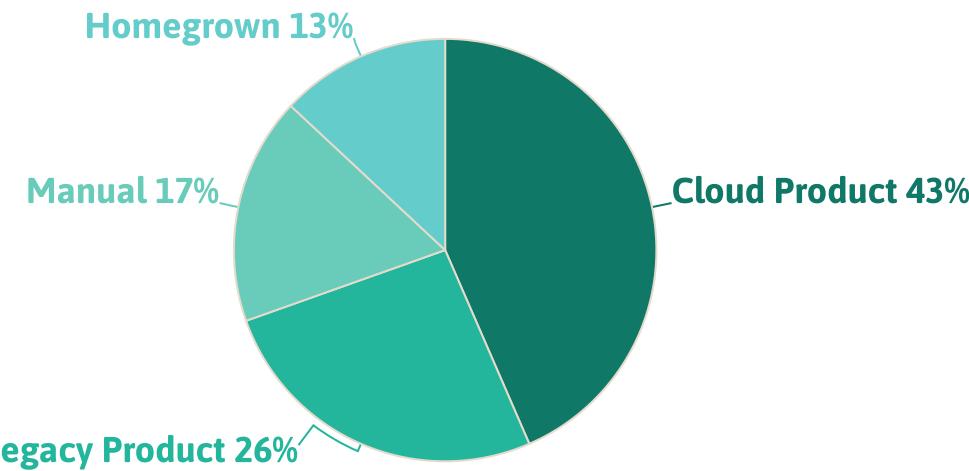
MGi Research recently published the [Top 50 Billing Buyer's Guide](#). As part of the process, we spoke with customers from all 35 MGI 360 Rated vendors and more. This report includes aggregated data from all customer references.

13

%

Of customer references supplied by the vendor are unsure if they would recommend the product.

PRIOR BILLING SOLUTION



Prior to their current vendor, the majority either had a cloud (43%) or legacy billing solution (26%). Surprisingly, nearly 20% of customers previously used Excel to bill.

“ Customer Quotes ”

We're a **Salesforce** shop, but we constantly evaluate their cost and features. Cost is our biggest pain point.

We chose **Vendor A** because they're the #1 billing product and it's great, but most of their support is in China or India, and it takes days to get urgent requests sorted.

We spent \$20 million in 2 years on **Vendor B**'s consulting services, not including software. It's not sustainable.

Behind the Bill

What do billing customers really think about their vendors?

Spending Expectations Increasing



63% of customers expect to **spend more** with on billing in the next 18 months

Key Recommendations

Buyers

Prices will continue to increase, especially with the introduction of AI and advanced functionality being built into upgrade costs

Vendors

If you haven't increased prices, your competitors definitely have

Investors

Even amid economic uncertainty, billing remains a sticky, critical business function with a high ROI and continued investment opportunities

“ Customer Quotes ”

Gotransverse has been great to work with. They're able to pull data from 20 mediation streams.

We wouldn't have chosen *Vendor C*'s billing product if we weren't implementing the quoting tool.

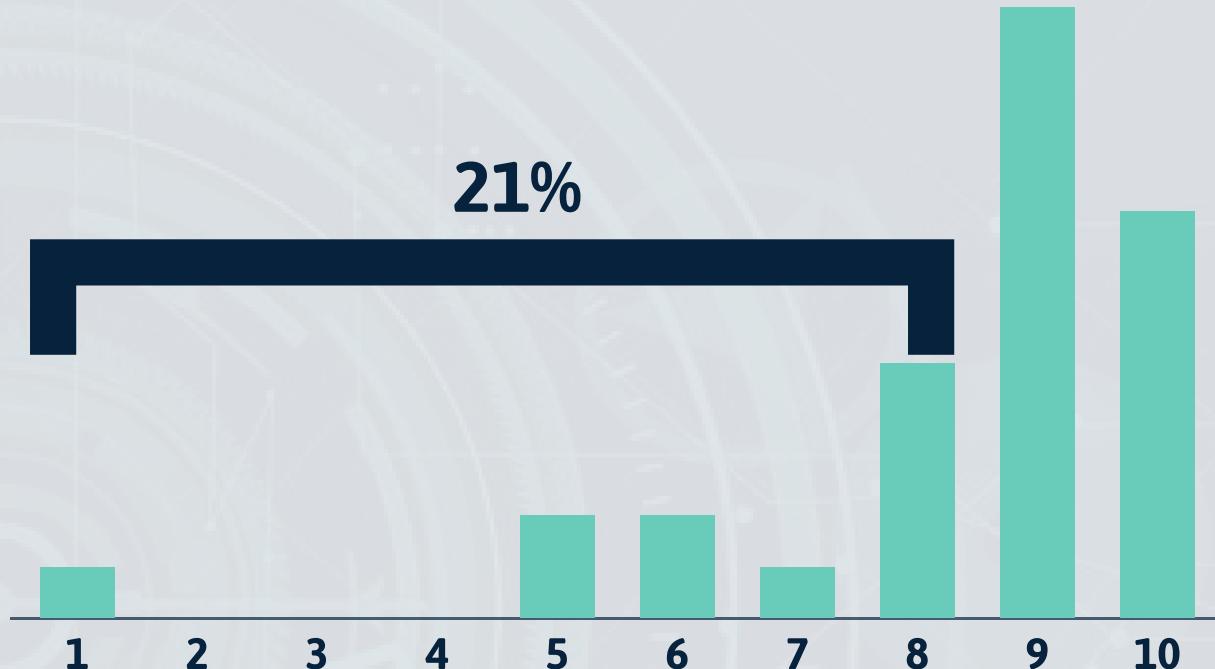
m3ter's ability to navigate the complexity of our organization and do it with grace and patience while keeping everything on time was invaluable.

Behind the Bill

What do billing customers really think about their vendors?

How would you rate Customer Support?

21%



While the majority of customers are satisfied, roughly 1 in 5 customers express issues with the quality and timeliness of support. Users are willing to pay for premium support and it's quickly becoming table stakes.

8.4/10

The average **Price to Value ratio** of their billing system



Average Customer Support Rating: 8.5

“ Customer Quotes ”

Binary Stream helped us to scale while making our billing more efficient. We went from 200 to 900 customers and our billing process went from 7 days to 3.

Vendor D needs actual finance people working on the product. What should be 1 click is 10.

Absent of Maxio, I would have to hire 2 or 3 full time people to manage everything in Excel.

Hidden costs are a major problem. Additional user seats and API call limitations pushed us 30% over budget with **Vendor E**.

Behind the Bill

What do billing customers really think about their vendors?

Key Billing Pain Points

- Needed usage billing
- Inability to scale business
- Needed subscription billing
- Needed billing and quoting integration
- Outdated UI
- Revenue leakage
- Lack of automation
- Inflexible billing system
- Lack of accuracy

Prior to selecting their current billing provider, approximately half (43%) needed a usage billing capability or were unable to scale their business. Vendors need to be ready to handle high billing volumes and complex usage billing requirements or expect to be outpaced by competition.

“ Customer Quotes ”

With Workday, we get 30% more invoices out the door and we've had a 50% decrease in time to invoice.

We tried *Vendor F*'s new product because we got a good deal but we've since abandoned it. It's so slow that we weren't willing to pay for it at any price.

We got 1 million new subscriptions in 5 days. Our website couldn't handle it, but CSG could!

About MGI Research's Top 50 Agile Billing Buyer's Guide: While MGI Research tracks hundreds of billing software suppliers, only 50 software vendors were selected for the Top 50 Billing Buyer's Guide. This report focuses on the top 50 vendors in agile billing and provides comprehensive MGI 360 Ratings™ on the top 35. These vendors are among the most consequential agile billing suppliers in the market and merit the attention of buyers, partners, and investors. The MGI 360 Rating methodology is quantitative in nature, evaluating vendors on 5 pillars: Product, Finance, Management, Channel, and Strategy. As part of the process, MGI Research speaks with solicited and unsolicited customers for every vendor. These conversations are completely confidential to ensure the integrity of each reference. The 35 MGI 360 Rated vendors included in the full report are: Aptitude, BillingPlatform, Binary Stream, BluLogix, Certinia, Chargebee, Cleeng, CSG, Evergent, Good Sign, Gotransverse, JustOn, LogiSense, m3ter, Maxio, Metronome, Monetize360, MonetizeNow, OneBill, Opencell, Oracle, Oracle NetSuite, Ordway, RecVue, Rev.io, Sage Intacct, Salesforce, SAP, Stax Bill, Stripe, Subskrbe, Workday, Zoho, and Zuora.

Disclaimer: Information and opinion furnished on an as-is basis. No warranty, written or implied, as to the accuracy of the data. Not responsible for typographical or reproduction errors. Not an offering to buy or sell securities of any kind. Does not represent investment advice in any form. This report was published by MGI Research LLC, as part of a larger research document and should be evaluated in the context of the entire document. MGI Research publications reflect MGI's independent opinions and are not statements of fact or endorsements of any vendor, product, or service. Information within MGI reports is subject to change, without notice.

To learn more, download the [Top 50 Billing Buyer's Guide Executive Summary](#).

© 2025 MGI Research, LLC