



Michael Araneta

Director, IDC
Financial Insights
Asia/Pacific

& Head of
Operations IDC
Thailand

Michael Araneta is Director IDC Financial Insights Asia/Pacific and Head of Operations IDC Thailand. In this role, he works closely with IDC's regional and Thai research teams on custom research and business intelligence assignments. Michael is also responsible for covering go-to-market strategies of both Thai enterprises financial technology vendors serving the Thai market.

Michael Araneta is also Research Director for IDC Financial Insights leading the Asia/Pacific Banking Strategies Practice. Together with IDC Financial Insights' elite team of analysts, Michael regularly engages with the key decision makers in Asia's top financial services institutions.

Michael's recent work has proven that he is the go-to-analyst for a broad range of strategic and tactical issues in technology usage, not just within the Asia/Pacific banking landscape. To date Michael has consulted clients on a range of topical issues including IT infrastructure roadmaps, Big Data, IT Performance Management, Generation Y Banking, customer centricity and CRM initiatives, vendor product portfolio positioning, and bank channel effectiveness.

Michael regularly presents to senior-level banking practitioners in briefings around the region and is quoted frequently in various international media.