IBM Cloud Pak for Data Hybrid Subscription Advantage

Optimize costs for fully managed data and AI services

What is the Hybrid Subscription Advantage?

A SaaS discount model that lets you leverage your current software licenses to take full advantage of hybrid cloud data and AI initiatives. Readily spin up new public cloud services without worrying about private cloud or on-premises deployment challenges. Avoid "lock-in"; flexibly move between the SaaS discount model and software licensing.

Get up to 60% off list prices for select services[1] when you bring your workloads to IBM Cloud Pak® for Data as a Service, a modern platform for data and AI.

Who is eligible?

Enjoy the Hybrid Subscription Advantage discount if you are already licensed for IBM Cloud Pak for Data software:

– Gain the fastest deployment choice for your SaaS services.
– Repurpose unused software entitlements and save on standard SaaS pay-as-you-go rates.

Easily get started on the cloud

Once entitled, apply the Hybrid Subscription Advantage discount through a self-service user interface within IBM Cloud Pak for Data as a Service.

For existing customers:

Save now →

For new customers:

Start for free →

01   IBM Watson® Studio, Watson Knowledge Catalog, Watson Machine Learning, Watson OpenScale™

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