

# 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<sup>1</sup> when you bring your workloads to IBM Cloud Pak® for Data as a Service, a modern platform for data and AI.

## 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 →

## Who is eligible?

Enjoy the Hybrid Subscription Advantage discount if you are:

### New to IBM Cloud Pak for Data as a Service

- Acquire both SaaS and software entitlement for true deployment flexibility.
- Get up to 60% off list prices over the standard pay-as-you-go rate.

### Upgrading legacy on-premises solutions to modernized containerized software

- Quickly explore “journey to the cloud” or cloud-bursting use cases using as-a-Service delivery.
- Use base entitlements included in modernization upgrades to get discounts on select SaaS services, without investing in new infrastructure.
- Access services fully managed by IBM and avoid developing new platform management and operations skills.

### 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.

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