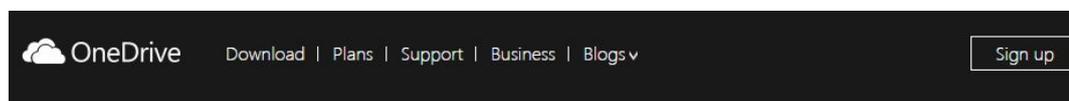


Microsoft to Limit Unlimited Storage

Written by Bob Snyder
03 November 2015

It's official: Microsoft **OneDrive will cut unlimited storage to Office 365 Home, Personal or University subscribers...starting NOW**



The OneDrive Blog

OneDrive storage plans change in pursuit of productivity and collaboration

By The OneDrive Team - November 2, 2015

We're making changes to OneDrive storage plans for consumers and are committed to making this transition as smooth as possible.

Since we started to roll out unlimited cloud storage to Office 365 consumer subscribers, a small number of users backed up numerous PCs and stored entire movie collections and DVR recordings. In some instances, this exceeded 75 TB per user or 14,000 times the average. Instead of focusing on extreme backup scenarios, we want to remain focused on delivering high-value productivity and collaboration experiences that benefit the majority of OneDrive users.

Here are the changes:

- We're no longer planning to offer unlimited storage to Office 365 Home, Personal, or University subscribers. Starting now, those subscriptions will include 1 TB of OneDrive storage.
- 100 GB and 200 GB paid plans are going away as an option for new users and will be replaced with a 50 GB plan for \$1.99 per month in early 2016.
- Free OneDrive storage will decrease from 15 GB to 5 GB for all users, current and new. The 15 GB camera roll storage bonus will also be discontinued. These changes will start rolling out in early 2016.

We're taking the following steps to make this transition as easy as possible for customers:

- If you are an Office 365 consumer subscriber and have stored in excess of 1 TB, you will be notified of this

Those unlimited subscribers will be limited to 1TB of OneDrive storage.

And many users are furious.

The comments on the blog describe the problem for many professionals in video and in photography who actually need more space than 1TB. But the bigger problem for Microsoft will be other consumers who react more to the sudden change itself, to this "huge back-down."

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OneDrive executives explain the change is necessary to curb abuse. A "small number of subscribers" backed up "numerous PCs and stored entire movie collections and DVR recordings." In some cases, Microsoft notes this was 14,000X the average (or 75 TB for a user).

OneDrive users are not sympathetic...

"If somebody abusing the system then only punish those who abuse the system, don't penalize everybody. This will just bring more hate to the platform. I thought Microsoft is getting better these days?"

[from the blog comments]

"How can someone abuse the space of a service that was meant to have unlimited storage for them? Did they perform any sort of hack, cheating or reverse engineering to obtain this additional space?"

Also what's with the collective punishment?! I had like 25GB for free, and now MSFT is punishing people like me because of others?! And again: unless there has been some sort of foul play in obtaining storage space, what this people did hardly constitutes abuse.

When I think that MSFT couldn't do anything else to damage their relationship with their customer base, they pull this kind of stunt out of their hat. BRAVO, MSFT! Another facepalm moment."

[from the blog comments"]

While 1TB will satisfy most consumers and this OneDrive retreat may blow over, what Microsoft is not considering is the additional damage to their credibility and reputation.

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And this point is also where Microsoft dealers get hurt.

Microsoft is now signing up users to switch to Windows 10 on an upgrade offer "free until July 29, 2016." Microsoft says after that "you'll have Windows free on that device."

But if, after decades of PC experience, Redmond can't even estimate what consumers will do if given "unlimited storage," how can consumers imagine that Microsoft won't have another sudden change of heart?

And Microsoft also wants users to switch to cloud versions of Office... but cloud services-- far more than boxed software-- depend upon trust to secure a long distance relationship. For examples, customers trust iTunes.

And with BYOD the rule and not the exception...a company's treatment of consumers spills over into small business and even enterprise attitudes.

This **lack of trust** plays out in a world where Microsoft wants to jump into more hardware... launching laptops to compete with MacBooks... and that's exactly what the OneDrive decision fails to recognize.

Microsoft is the company many customers hate because people feel Microsoft is out for...well, Microsoft. Who can trust a \$93 billion company that places its own interests ahead of the customer?

Microsoft appears ([by way of its copycat retail tactics](#)) to want the loyalty of a customer base as exemplified with Apple. Right now Microsoft is still trying to play catch up with Apple... and very jealous of those dedicated Apple fanboys/fangirls.

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You can't make sudden and dramatic changes without worrying your customers. Think if General Motors rolled out a new service and then backed off it in less than a year in an "Oops, we made a mistake and it's your fault" moment.

The public is right: Microsoft made a decision to offer unlimited storage. If a small number abused this offer, Microsoft should have dealt with that small number directly.

You see, by limiting unlimited storage all Microsoft has done is prove that consumer "trust" can be rescinded just as easily.

Go [OneDrive Announcement](#)

UPDATE: MICROSOFT APOLOGIZES BUT REFUSES TO CHANGE DECISION

SO IT THAT REALLY AN APOLOGY? 72,442 user votes criticizing Microsoft were shut off with the apology. Comments closed, we guess. ☐ The expression "[Lump it or leave it](#)" comes to mind.

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72,442

votes

Vote

Give us back our storage

Recently, a blog post was announced detailing that you would be reducing our free and paid storage. Only 1TB for Office 365 customers, and only 5 GB for free customers. I have been a long-time OneDrive fan, but after this upgrade I can no longer recommend it as my promised storage has been taken away. Some of us actually store a normal amount of stuff in OneDrive. Why makes us pay for those who went over the top?

4271 comments - OneDrive.com - Flag idea as inappropriate...



CLOSED

Douglas Pearce (Group Program Manager, Microsoft) responded

In November we made a business decision to reduce storage limits for OneDrive. Since then, we've heard clearly from our Windows and OneDrive fans about the frustration and disappointment we have caused. We realize the announcement came across as blaming customers for using our product. For this, we are truly sorry and would like to apologize to the community.

While we are not changing our overall plans, we'd like to clarify what we are doing for customers impacted by the changes and share a new offer which we hope will go a long way in making the situation better for our biggest fans.

Office 365 Home, Personal, and University subscriptions will continue to include 1 TB of storage. Any subscriber who received additional storage as part of our unlimited offer will keep it for at least 12 months. For anyone unhappy with the decision to not offer unlimited storage, we will offer a full refund.

For customers of our free service who have over 5 GB of content and who are directly impacted by the storage change, we will offer one free year of Office 365 Personal, which includes 1 TB of storage. These customers will receive an email with redemption information early next year.

In addition, for our biggest fans who have been loyal advocates for OneDrive, we are adding a new offer that lets you keep your existing 15 GB of free storage when the changes happen next year. If you also have the 15 GB camera roll bonus, you'll be able to keep that as well. From now until the end of January, you can sign up to keep your storage at the link below.

<http://aka.ms/onedrivestorage>

We are all genuinely sorry for the frustration this decision has caused and for the way it was communicated. Thank you for sticking with us.