For decades, industry has looked to information systems for performance enhancement and competitive advantage. As operational efficiencies are achieved, industry now turns to design as a source of innovation — in business operations and in the tools that support the execution of business. For over 20 years Harold Hambrose and Electronic Ink have pushed the influence of designers and design process from the visual design of early computer desktops, through leadership in user-centered design practices, to the modeling of complex business operations and the systems that will be the backbone of business transformation.