

# You've Got Connections!

The latest improvements to SYSCO iCare can help you focus on what you do best



Over the years, SYSCO iCare has helped you create many satisfying and rewarding experiences for your customers. When SYSCO Corporation introduced this vision of delivering value-added services to our customers in 2002, we offered restaurateurs and operators a new kind of networking. That vision led to iCare—and the aim was simple: leverage SYSCO's scale and sophistication to offer new services to help you succeed in the ultra-competitive restaurant industry.

Now iCare gives you more to look forward to, with new enhancements, new key partners and a dedicated Web site.



The new SYSCO  
iCare Web site,  
[www.syscoicare.com](http://www.syscoicare.com),  
is your first step on  
the way to success.

## NEW SERVICES

The program continues to expand by adding valuable new partners who provide excellent opportunities for just about every aspect of your business. Offering services in the marketing, financial, human resources and operational areas, iCare partners save you valuable time and resources. Our wide-ranging, SYSCO-approved iCare partners' list now includes Yellow Book USA, Advance Restaurant Finance, Paychex, Hcareers, NOVA Network and Sullivision.com. Each offers effective solutions for maximizing the potential of your operation and helps you achieve your business goals.

With SYSCO iCare, you not only get superb service from an exclusive list of partners, but also you benefit from great deals if you're a SYSCO customer. Start by taking advantage of feature advertising in Yellow Book, and enjoy various other Yellow Book advertising discounts as well. Or when needed, conveniently wire approved funds directly into your bank account and waive line-of-credit convenience fees on Advance Restaurant Finance applications. You can receive discounts on comprehensive payroll and payroll tax solutions with Paychex. When you're shorthanded, recruit the hospitality and culinary industry's best with

the help of Hcareers. Enjoy reduced credit and debit card processing rates and launch a gift card program to drive revenue with NOVA Network. And finally, you can meet more operational challenges with Sullivision.com's effective training tools and resources.

## NEW WEB SITE

The SYSCO iCare Web site now makes it easy to find the solutions you need to boost sales, manage your finances, optimize operations and find the right employees. It's a comprehensive resource for operators, linking you to services, partners and training tools that help you compete with the big chains. Solution-specific success stories give you insight into how other businesses met their challenges with the help of SYSCO iCare. There's even a Free Tools section, where you can download free resources to help you improve the way you run your operation.

Make new connections for your business and discover what SYSCO iCare can do for you and your business.

To learn more about the SYSCO iCare program, visit [www.syscoicare.com](http://www.syscoicare.com), or look for our dedicated booth at a SYSCO food show near you!