



First impressions matter. Every day.

Our staff are the public face and voice of your organisation, we take that very seriously.

When a client or colleague tries to reach you, it's imperative that our staff are able to handle their call quickly and professionally—as though they were an integral part of your company.

Much more than just your own telephone number.



When you join the centre, we will brief our reception so that they know all about your business, and who does what. That way they'll always know the best way to handle your calls.

Stay in touch—wherever you are.



Our Nortel system allows us to take messages, create voicemails, faxes and forward calls easily. We can route messages to your mobile, and even to your email accounts. That way, wherever you are, you can control your phone—as though you were at your desk.

We've invested, so you don't have to.



We've spent time and money to ensure that the telephony is simple to use and configure, highly reliable and otherwise invisible. And with our All Inclusive Billing plans, there are no set up or rental charges at all. You can just pick up and start dialling.

Our state-of-the-art Nortel IP Telecoms system makes all this easy :

- Your own dedicated company telephone number and as many extensions as you need
- Incoming calls handled as though by your own staff
- Dedicated switchboard with receptionists who are briefed on your business, your staff and how to handle requests
- Easy to use Nortel IP Phones which enable call conferencing, speed dialling, and advanced call management
- Voice/Fax to email
- Itemised billing
- Analogue fax to your desk
- Voicemail, Call Forward, Call Transfer, Call Pickup and several other features.

"My colleagues are often out of the office, and we have a lot of incoming calls. I am pleasantly surprised at the consistent level of call handling from the Sentinel switchboard staff. "

What do you need from your Telecoms?

How Sentinel can help

"I would prefer that my client wasn't made to feel like they were calling an anonymous call centre."

Our technology allows each receptionist to recognise, welcome and direct client calls, whether you've briefed them or not.

"Dubai moves so quickly, so even when I'm out I need to know that I have total control over how my calls are handled, and change it daily."

Our systems give you total control and are simple to use and update. After a while it will become second nature.

"Wouldn't it be great if there were no charges for setting up my telephones or any rental on the equipment we use."

Our new All Inclusive Billing package means that there are no additional set up or rental charges, at all.

Are you *business agile*?

Office and Business Solutions



Express Business Set Up. We'll get your company incorporated correctly and trading in Dubai, with the least hassle and in the shortest possible time.



Flexible Offices. Short-term contracts that allow you to grow, or shrink the office space that you need, when you need it. So you only pay for the space you use.



Virtual Offices. With a prestigious P.O.Box, telephone, mail forwarding and email alerts and hot desking, you can be in Dubai, even when you're not.



Meeting Rooms. Host from 2 to 12 people for any kind of formal or informal meeting in comfort, with IT, A/V, catering—and attractive views of Sheikh Zayed Road.



All Inclusive Billing. We've added a host of free services as standard that would cost extra at other Business Centres. So, there's never any unexpected charges.



Concierge Services. When you check in, your personal concierge is on hand to solve any travel, transport, hotel or restaurant issues you might have.

One, Sheikh Zayed Road



Prestigious business address. You'll be sharing offices with some of Dubai's blue-chip companies and able to walk to DIFC, DICEC and The World Trade Centre.



Central location. You are in the heart of Dubai's CBD with business hotels and many of the city's top restaurants on your doorstep and minutes from the airport.



Admin Staff-on-Demand. We have highly trained administrative staff on hand, so you can delegate as much or a little to us as you like.



Instant-On IT. No need to plug in as we have centre-wide WIFI, and our IT Staff can hook you up with your own IP, host your own equipment or address any IT issues.



Communications. Stay in touch with your clients and head office, with a direct dial and fax number, your own voice mailbox or have everything routed to your email.



Dining and refreshments. Feed your hunger! Enjoy our well-appointed lounge area, and receive complimentary barista quality coffee directly to your desk.

Complementary Services

When you do business with Sentinel you benefit from over 50 years of combined Middle Eastern experience. Finding, quoting and procuring the services your company needs takes time and can slow you down. We can do all that for you.

We buy on behalf of many of our clients, so whether you need hotel rooms, car rental, warehousing or advertising services, our buying power and experience ensure that you always get the best service at the lowest price.