

“People don’t quit on companies; they quit on people. With Kelley Create, we’ve got partners who care about our success as much as we do.”



**Ryan Wilson, Assistant GM,
Whitewood Transport**

From Locked Out to All In: How Kelley Create and Rhombus Put Whitewood Transport in the Driver’s Seat

Whitewood Transport isn’t your average trucking company. For nearly four decades, this family-run business has hauled the heavy, the oversized, and the “how-on-earth-do-you-move-that?” across the American West and beyond. Led by Assistant GM Ryan Wilson, Whitewood’s team of owner-operators moves everything from cranes to bridge beams, playing a vital, if often unsung, role in building the nation’s infrastructure.

The Challenge: But trucking is more than horsepower and highways. It’s a 24/7 operation where truck drivers are often hundreds of miles from home, sleeping in their cabs, and relying on secure, round-the-clock access to Whitewood’s Billings, MT yard. As Ryan puts it, “Our drivers are the heartbeat of our business. If they’re locked out in the middle of the night, it’s not just inconvenient; it’s a safety issue. And if a million-dollar piece of equipment goes missing, that’s a disaster.”

The old system—plastic key fobs and grainy cameras—left too many gaps. Drivers could get stranded outside after hours, and the company had little visibility into who was coming and going. Blind spots, both literal and operational, made it difficult to respond quickly to incidents or optimize daily routines. Meanwhile, the IT team was stretched thin, juggling disaster recovery, cybersecurity, and daily support, with little time left for strategic improvements.

That’s where Kelley Create rolled in. Instead of a one-size-fits-all pitch, Strategic Account Manager Bob Scott and Director of IT Solutions, Mark Tschetter, listened, learned, and delivered a solution tailored to Whitewood’s unique needs and culture. The Rhombus platform became the backbone of a smarter, safer operation that included optimizations and true impact:

- **Seamless Access, Happier Drivers:** With Rhombus, drivers can access the yard and lounge 24/7/ No more late-night lockouts or long walks to the nearest gas station. “If a driver gets locked out at 2 a.m., I can unlock the door from my phone, from anywhere,” says Ryan. “That’s a game-changer for our drivers and for me.”
- **Real-Time Security & Peace of Mind:** High-definition Rhombus cameras and AI-powered analytics mean Whitewood always knows who’s on site. License plates, faces, and unusual activity are all tracked in real time, so if something’s off, the team knows instantly, not hours later.
- **Efficient Operations:** The Rhombus dashboard lets Whitewood monitor and manage access, review footage, and respond to incidents—all from a single, user-friendly platform. It’s not just about security, it’s about efficiency. Time is saved, risk is reduced, and life is easier for everyone.
- **Rapid Onboarding & Offboarding:** New drivers can be added in minutes on the Rhombus platform, and access can be revoked just as quickly. No more chasing down lost key fobs. “It keeps things clean and secure,” says Ryan. “If someone leaves, their access is gone with a click.”
- **Better Driver Experience:** The upgraded system means drivers have a comfortable, secure place to rest, shower, and recharge. Whitewood’s drivers could choose to work elsewhere, but the company wants them to feel valued and safe. Rhombus helps deliver on that promise.

For Whitewood Transport, Kelley Create is more than a vendor; it’s a true partner. Ryan shared, “People don’t quit on companies; they quit on people. With Kelley Create, we’ve got partners who care about our success as much as we do.”

Ready to put your business in the driver’s seat? Let Kelley Create help you optimize, secure, and empower your team, so you can focus on what you do best. Contact us today and let’s haul the future together.