



# e-Invoicing Process

*A setup & implementation guide  
for platform customers and partners*

# Process ad buy invoices faster with the MX Platform™

This guide helps Hudson MX customers and their partners tap in to new levels of automation within the advertising-related invoicing process to eliminate manual input & other points of friction. We are excited to be able to help you save time & complete transactions more efficiently—at no extra cost.



# In this guide

- Inserting e-Invoices into the MX Platform™
- File Formats Accepted by the MX Platform™
- Setup Checklists
  - Checklist for MX Platform™ Customers
  - Checklist for e-Invoicing Partners
- MX Platform™ Environments and Testing
- Getting Started: Contacts @ Hudson MX



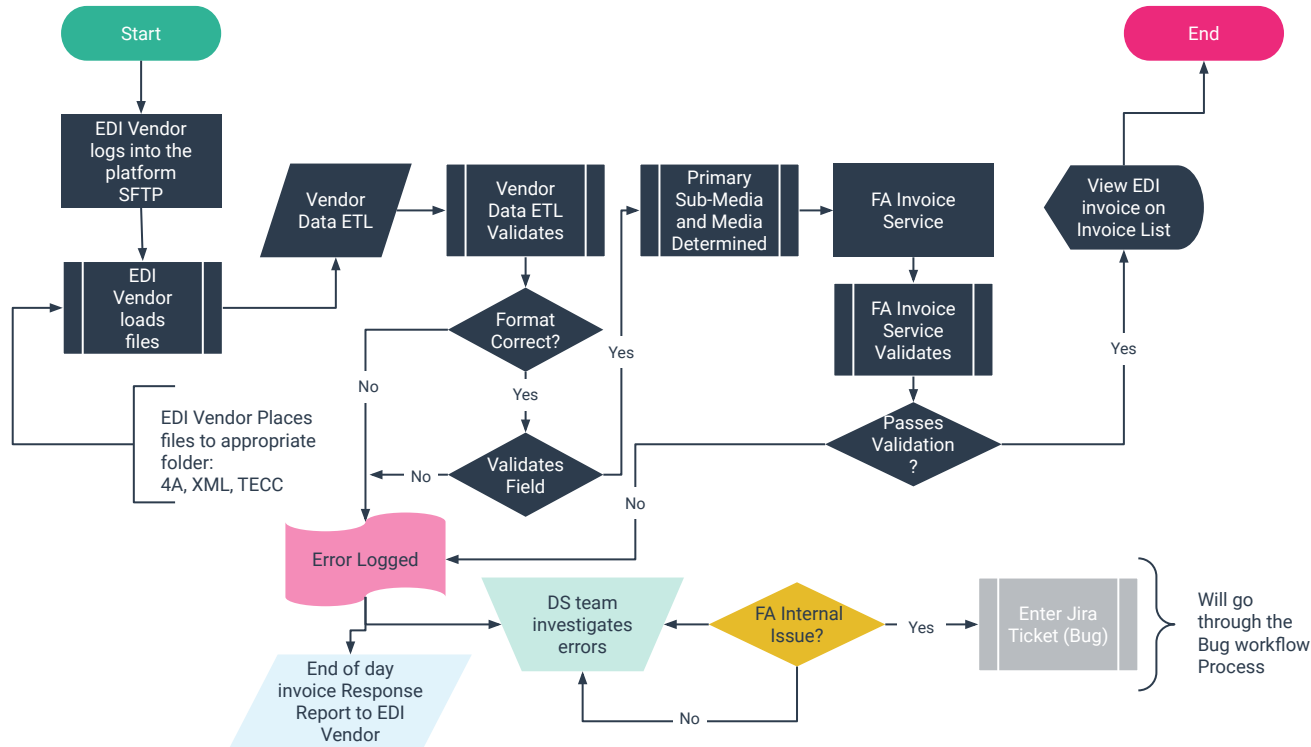


## Section 1

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# The MX Platform™ e-Invoicing Process

# MX Platform™ e-Invoicing Workflow Overview: Production



- A Hudson MX Customer's Vendor sends files 4A, XML, or TECC into the corresponding directory.
- Response File sent to Vendor will show *successful* fields vs. *error* fields, and why.
- If invoices contain errors and are not ingested, the Vendor must correct and resend.



## Section 2

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# MX Platform™ Accepted Formats

# MX Platform™ Supported Formats Overview

4A	For Local, National, Radio
XML	All-Digital (includes digital direct/search/social/programmatic)
TECC	Traditionally supports National however most have moved to 4A

*Note: Currently OOH and PRINT are not supported however Hudson MX is investigating the use of XML as a possible solution.*



## 4A Format

**4A invoice** is an electronic data interchange (EDI) format developed by Mediaocean company. The structure is based on variable-length records identified by record codes separated by record delimiters and comprised of variable length fields. The fields within records are variable length, positionally defined, and separated by field delimiters. Every 4A invoice represents an array of arrays, where every string appears as a set of parameters belonging to one entity. The first field in each record must be a valid record code. Invoices are sorted by the agency within the station.

 [Click here for 4A field definitions](#)



# XML Format

- XML format supports only one media\_type. It is DIGITAL (DIGITAL includes digital/search/social/programmatic).
- buying\_workflow\_code =  
DIGITAL;SEARCH;SOCIAL;PROGRAMMATIC.
- Estimate is absent in XML invoice file.

 [Click here for media field definitions](#)

 [Click here for non-media field definitions](#)

# TECC Format

 [Click here for Field Definitions](#)

The background features a dark blue field on the right. On the left, there are several overlapping geometric shapes: a large triangle with black and white diagonal stripes, a light blue triangle, a magenta trapezoid, and a cyan trapezoid. A thin yellow line runs diagonally across the magenta and cyan shapes.

## Section 3

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# Vendor Setup: Checklist for Hudson MX Customers

# Hudson MX Customer Checklist: Part 1

*Communication &  
Setup with Vendor*

- ❑ Communicate to the Invoicing Vendor that invoices will be sent to the MX Platform™.
- ❑ Provide Vendor contact information and introduction to Hudson MX contacts.
- ❑ Set up MX Platform™ account(s).
  - a. A test account (if possible)
  - b. A production account
- ❑ Schedule setup call with Vendor and Hudson MX to cover introduction and process information.
- ❑ Create timeline for testing media types in Dry Run Environment (DRE).

# Hudson MX Customer Checklist: Part 2

*Communication &  
Setup with Vendor*

- ❑ Establish preferred and realistic timeline for cutover to the MX Platform™.
- ❑ Determine the PROD schedule for ingesting invoices from Vendor.

*E.g.: Will this happen hourly, two times per day, etc.?*



## Section 4

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# Vendor Setup: Checklist for e-Invoicing Partners

# Partner Checklist

## Communication & Setup with Hudson MX

- ❑ Communicate to Hudson MX what Invoices will be sent to the MX Platform™.
- ❑ Establish development timeline for the format that will be submitted to Hudson MX.
- ❑ Schedule touchbase calls with Hudson MX and Customer stakeholders during development timeline.
- ❑ Test connection to DRE and PROD Ingestion servers.
- ❑ Complete setup call with Hudson MX team for testing time in DRE.
  
- ❑ Determine PROD schedule for ingesting invoices from Vendor.

*E.g.: Will this happen hourly, two times per day, etc.?*



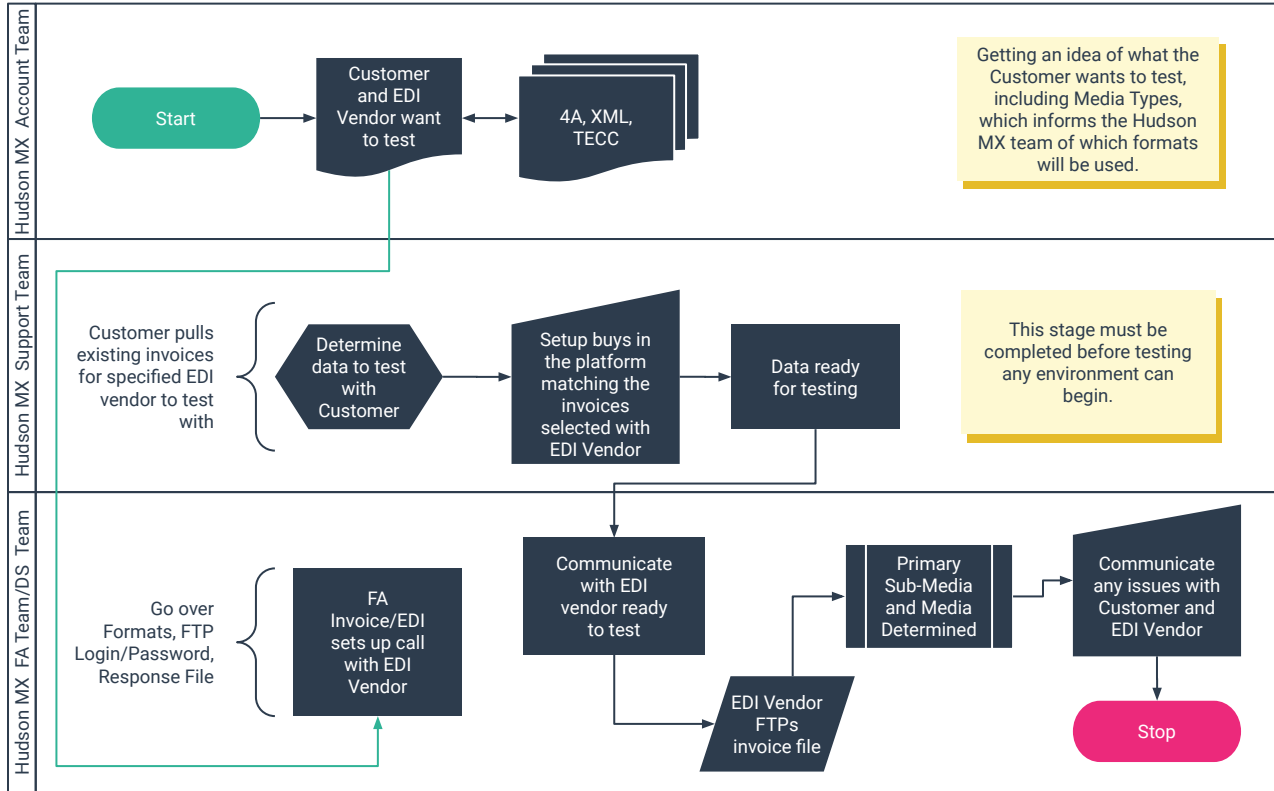


## Section 5

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# MX Platform™ Environments & Testing Setup

# MX Platform™ e-Invoicing Testing Overview: DRE



- Hudson MX, Customer, and the e-Invoicing Vendor teams work together when testing Media types and formats.
- Use existing e-Invoicing Vendor Invoices and ensure DRE has the correct buys in the MX Platform™ to run matching.

# Let's get started.

Are you ready to initiate a new e-invoicing setup, or do you have general questions about partnering with Hudson MX? Contact us anytime.

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